



ISSN (E): 2277- 7695
 ISSN (P): 2349-8242
 NAAS Rating: 5.23
 TPI 2021; SP-10(12): 233-234
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www.thepharmajournal.com
 Received: 16-10-2021
 Accepted: 18-11-2021

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Socio-economic status of women agripreneurs in coastal Odisha

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Abstract

Women, today in rural society, have many roles in family, rural and social environment, and socio-economic development. The contribution of women farmers is important and the society can get benefit with their many productive activities, such as working on farm, and managing household and family. The present study was conducted in two districts of Odisha that are Balasore and Jagatsinghpur. Total 210 women agripreneurs were included in the study. The study revealed that majority of the respondents in that areas were middle aged group (56.19%) having high school level education (36.19%). Most of them (78.10%) were married. Most of the women watched television regularly i.e. 58.57%. and most of them (52.86%) had a regular contact with the progressive farmers. Majority of them (55.24%) had less than 1 ha land and medium annual income (49.53%) and 10-20 years of farming experience (44.76%).

Keywords: socio-economic development, women agripreneurs, farming experience

Introduction

Women agripreneurs are those women who think of a business enterprise related to agriculture, initiate it, organize and combine the factors of production, operate the enterprise and undertake all the risks associated with that enterprise and handle economic uncertainty involved in running a business enterprise.

Socio economic conditions play vital role in the formation of business enterprises. The social environment of women strongly affects their entrepreneurial behavior and it includes the values, attitudes, beliefs, customs religion and habits of those women. On the other hand economic environment includes various factors like economic condition, economic policies, state of various resources and facilities like capital, raw materials, infrastructure so on.

Women agripreneurship play an important role in women empowerment. Empowering women through development of agro enterprises influence women development, economic growth, social stability. Women can invest capital, run the business, take risk and get the profits from the enterprises carried on by them. By this, their socio-economic status increases in the society.

Materials and Methods

The objective of the study was to analyse the socio-economic profile of the women agripreneurs. The study was conducted in two district viz. Balasore and Jagatsinghpur of Odisha. 210 women from the above two districts were included in the study. Purposive sampling method and random sampling method were followed in the study. The research design that is used here is ex-post facto research design.

Result and Discussion

Table 1: Age distribution of the respondents (n=210)

Sl. No	Age group	Frequency	Percentage
1	Young	52	24.76
2	Middle	118	56.19
3	Old	40	19.05

The study revealed that majority (56.19%) of women agripreneurs were in fit into the middle age category followed by 24.76 per cent belonging to young age group and only 19.05 per cent were in old age group.

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Table 2: Distribution of respondents according to their education level (n=210)

Sl. No.	Education level	Frequency	Percentage
1	Illiterate	22	10.47
2	Read and Write	35	16.67
3	Primary School	40	19.05
4	High School	76	36.19
5	College and Above	37	17.62
6	Other specified education	0	0

The data showed that just more than one third (36.19%) were educated up to high school level, 19.05% were of primary school level, 17.62 per cent attained graduation degree or above, 16.67% can read and write and only 10.47 were illiterate.

Table 3: Distribution of respondents according to their Marital status (n=210)

Sl. No	Marital status	Frequency	Percentage
1	Married	46	21.90
2	Unmarried	164	78.10

From the above table it was found that 78.10% respondents were married whereas 21.90% of the respondents were unmarried.

Table 4: Distribution of respondents according to their mass media exposure (n=210)

Sl. No	Items	Regularly		Occasionally		Never	
		F	P	F	P	F	P
1	Radio	6	2.86	120	57.14	84	40
2	Television	123	58.57	84	40	3	1.43
3	Newspaper	46	21.90	92	29.52	72	34.28
4	Mobile	15	7.14	91	43.34	104	49.52
5	Magazine	9	4.28	85	40.48	116	55.24

From the study it was found that 58.57% of the respondents regularly watched television and it was the most popular mass media in that area among the women agripreneurs.

Table 5: Distribution of respondents according to their extension contact (n=210)

Sl. No	Sources	Always		Sometimes		Never	
		F	P	F	P	F	P
1	Agriculture officers	31	14.76	134	63.81	45	21.43
2	University scientists	3	1.43	44	20.95	163	77.62
3	KVK scientists	10	4.76	65	30.95	135	64.29
4	Progressive farmers	111	52.86	89	42.38	10	4.76
5	Private extension agencies	25	11.90	75	35.71	110	52.39
6	Other extension personals	28	13.34	93	44.28	89	42.38

From the data it was revealed that most of the respondents (52.86%) were in contact of the progressive farmers on a regular basis.

Table 6: Distribution of respondents according to their farming experience

Sl. No	Year	Frequency	Percentage
1	Up to 10	67	31.90
2	10-20	94	44.76
3	>20	49	23.34

From the study it was found that majority of respondents (44.76%) were having 10-20 years of farming experience.

Table 7: Distribution of respondents according to their land holding

Sl. No	Size	Frequency	Percentage
1	Up to 1 hac	116	55.24
2	1 to 2 hac	72	34.28
3	>2 hac	22	10.48

From the table it was observed that majority of the respondents (55.24%) had less than ha of land holding followed by those who had 1-2 ha of land (34.28%).

Table 8: Distribution of respondents according to their annual income

Sl. No.	Income	Frequency	Percentage
1	Low	75	35.71
2	Medium	104	49.53
4	High	31	14.76

From the data it was shown that most of the respondents (49.53%) belong to the medium income category followed by lower income group i.e 35.71 %.

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