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Entrepreneurial behavior of tribal women in custard apple processing

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Abstract

The present study was undertaken with the objective to study entrepreneurial behavior of tribal women in custard apple processing. Exploratory research design was used in the study. The study was undertaken on a sample of 90 tribal women who have been provided skill trainings on custard apple processing by Jovaki agro food Pvt. Ltd. The findings revealed that 43.30 percent respondents had medium entrepreneurial behaviour, 27.8 percent had low and 28.9 percent possessed high entrepreneurial behaviour.

Keywords: Entrepreneurial behavior, processing, tribal women, knowledge, custard apple

Introduction

The status of women in a society is a significant reflection of that society. Women's status is often described in terms of their level of income, employment, education, health and fertility as well as their roles within the family, the community and society. In tribal communities, the role of women is substantial and crucial. Minor forest produce forms a major source of income in many tribal communities. Women and children are almost exclusively involved in collection of minor forest produce, its storage, processing and marketing (Singh, B., 1993; Roy Burman, 1988) [7, 8]. The tribal women in south-eastern Rajasthan are involved in collection of underutilized forest fruits i.e. Custard apple, Jamun, Amla, etc. Rajasthan is one of the top ten states in the country for custard apple production. Custard apple is primarily found in tribal dominated districts of south-eastern Rajasthan which includes Udaipur, Chittorgarh, Dungarpur, Banswara and Rajsamand. Due to the perishable nature of custard apple, it is difficult to transport it at distant location and tribals are forced to sell the fruit at throw away prices. It was discovered that interventions incorporating improved farming practices and reduced post-harvest losses would enhance production by 50 percent and 20 percent, respectively and value-added activities such as processing would provide greater returns to processors and tribal harvesters. (Kumari, 2020) [9]

Maharana Pratap University of Agriculture and Technology, Udaipur (MPUAT), Rajasthan has developed technology for processing of custard apple and the same has been promoted among tribal women of Udaipur district in collaboration with Jovaki Agro Food India Pvt. Ltd. Udaipur which is a food processing company founded in 2017. The MPUAT and Jovaki have worked for capacity building of the tribal women and many of them have started processing of custard apple for better income generation. The present study was undertaken with the objective to study entrepreneurial behavior of tribal women in custard apple processing.

Methodology

Maharana Pratap University of Agriculture and Technology, Udaipur, Rajasthan and Jovaki Agro Food India Pvt. Ltd. are working in three tehsils of Udaipur district viz. Jhadol, Kotra and Sayra. All these three tehsils were included in the study. For selection of sample, tehsil wise list of tribal women trained in custard apple processing was taken from the officials of Jovaki and from the list, 30 tribal women from each tehsil were selected randomly to form a total sample of 90 tribal women. The Scale developed by Rodge and Borkar (2011) [10] was used to measure entrepreneurial behaviour of the respondents with slight modification. It consisted of items related to different components of entrepreneurial behaviour i.e. knowledge of the enterprise, risk taking ability, decision making, information seeking, innovativeness, leadership ability, ability to coordinate, entrepreneurial activities, achievement motivation, managerial ability and cosmopolitaness. Personal interview technique was used for data collection.

Results

Background information of the respondents

Age: Findings indicate that majority of the respondents (63.33%) belonged to the age group 31-45 years while rest of the respondents (36.66%) were in the age group of 18-30 years. No one fell into the age group of 40-60 years and above.

Marital Status: Result reveals that majority of the respondents (73.33%) were married while, 26.66 percent respondents were unmarried and no one was in the category of divorced and widow.

Caste: Majority of the respondents (66.66%) belonged to schedule tribe, while 23.33 percent were from schedule caste. Only 7.77 percent respondents were from other backward class and only two respondents belonged to general caste.

Education: One of the key factors in determining someone's social status is their level of education. Regarding educational background of the respondents, results indicates that 73.33 percent respondents were illiterate and 12.22 percent were educated up to graduation level. Among the literates, 4.44 percent were able to read and write, 2.22 percent were educated up to primary school and high school, 3.33 percent were had post graduate diploma. There was only one respondent educated upto middle school level.

Table 1: Distribution of the respondents by their personal variables

n=90		
S. No.	Personal variable	f/%
Age		
A.	1. 18-30 yrs.	33(36.66)
	2. 31-45 yrs.	57(63.33)
	3. 46-60 yrs.	0
	4. Above yrs.	0
Marital Status		
B.	1. Unmarried	24(26.66)
	2. Married	66(73.33)
	3. Widow	0
	4. Divorced	0
Caste		
C.	1. Schedule Caste	21(23.33)
	2. Schedule tribe	60(66.66)
	3. Other backward	7(7.77)
	4. General caste	2(2.22)
Education		
D.	1. Illiterate	66(73.33)
	2. Read/write	4(4.44)
	3. Primary school	2(2.22)
	4. Middle school	1(1.11)
	5. High school	2(2.22)
	6. Post diploma	3(3.33)
	7. Graduation	11(12.22)

Land Holding: Perusal of data in Table 2 show that half of the respondents (50%) had 2.6 to 5.0 acres land, 28.88 percent had 1.0 to 2.5 acres land while 16.66 percent and 3.33 percent of the respondents had 5.1 to 10.0 acres land, respectively. There was only one respondent who had more than 10 acres land.

Housing: With respect to housing of the respondents, nearly one third of the respondents (32.22%) had pucca house whereas, 45.5 percent had kutcha and 22.22 percent

respondents had mixed house.

Livestock ownership: It is evident from Table 2 that 7.77 percent respondents had large herd size while 35.55 and 56.66 percent of the respondents owned medium and small herd size, respectively.

Dwelling: Data in the table reveal that majority of the respondents (68.88%) had open dwelling for their livestock, 22.22 percent of the respondents had kutcha dwelling and only 8.88 percent had pucca dwelling for their livestock.

Table 2: Distribution of the respondents by their economic variables

n=90		
S. No.	Personal variable	f/%
Land holding		
A.	1. No land	3(3.33)
	2. 1.0 to 2.5 acres	26(28.88)
	3. 2.6 to 5.0 acres	45(50)
	4. 5.1 to 10.0 acres	15(16.66)
	5. Above 10 acres	1(1.11)
Housing		
B.	1. Kutcha house	41(45.55)
	2. Mixed house	20(22.22)
	3. Pucca house	29(32.22)
Livestock ownership		
C.	1. Small herd size (1-3 milch animals)	51(56.66)
	2. Medium herd (4-6 milch animals)	32(35.55)
	3. Large herd (more than 6 milch animals)	7(7.77)
Dwelling for livestock		
D.	1. Open	62(68.88)
	2. Kutcha	20(22.22)
	3. Pucca	8(8.88)

3.2 Entrepreneurial behaviour of the tribal women involved in processing of custard apple.

Ten factors, including knowledge of the enterprise, risk taking ability, decision making regarding enterprise, information seeking, innovativeness, leadership ability, ability to coordinate entrepreneurial activity, achievement motivation, assistance of management service and cosmopolitaness were studied in order to determine the entrepreneurial behavior of the women. The findings are presented in Table 3.

- 1. Knowledge of the enterprise:** Knowledge is one of the most crucial behavioral factors and it affects both human behavior that is expressed overtly and covertly. Once information is obtained, it causes changes in one's thought process and aids that person in accepting or rejecting any technique or technology. According to Table 3, majority of the respondents (78.9%) had medium knowledge about custard apple processing, 21.1 percent respondents had low knowledge and no one had possessed high knowledge about the enterprise.
- 2. Risk taking ability:** It is clear from Table 1 that majority of the respondents had a high (78.9%) risk taking ability and 21.1 percent had risk taking medium ability while, no one was formed in low risk taking category.
- 3. Decision making:** It is clear from Table 3 that more than sixty percent of the respondents (68.9%) had high decision making ability, 31.1 percent medium decision making ability while no one fell into low decision making ability. Rathod *et al.* also revealed that majority of the respondents were in high level of decision making category ((82%).
- 4. Information seeking:** An effort was made to find out

source of information used by the respondents for getting information related to custard apple processing. Perusal of the table demonstrates that majority the respondents (66.66%) had high information seeking behavior and 33.33 percent of the respondents had medium information seeking behavior while, none of the respondents had low level of information seeking behavior.

5. **Innovativeness:** Visualization of the table reveals that majority of the (72.20%) had medium level and 25.6 percent had high level of innovativeness. Only 2.2 percent had low level of innovativeness.
6. **Leadership ability:** Good leadership ability is defined as the initiation to discuss new information about custard apple processing, motivating others for custard apple processing, solving the problems of others related to custard apple processing and taking initiation in starting of an enterprise. Majority of the tribal women had medium level (78.9%) of leadership ability while 2.2 percent high level and no one had low leadership ability.
7. **Ability to co-ordinate entrepreneurial activities:** Ability to coordinate entrepreneurial activities is necessary in order to schedule different activities properly. Table 3 shows that 97.8 percent of respondents had high co-ordinating ability, 2.2 percent had medium

co-ordinating ability and no one fell into low co-ordinating ability category. Findings are in line with Mariammal and Seethalaxmi (2017) [3] revealed that majority of the respondents had high level of co-ordinating ability.

8. **Achievement motivation:** Achievement motivation is a psychological factor that varies from person to person. It is believed that achievement motivation pushes a person to accomplish goals he has set for himself. The individual's motivation level determines how hard he will work. According to Table 3 majority the of respondents (97.8%) fell into high achievement motivation category, whereas 2.2 percent fell into the medium achievement motivation category and no one fell into the low achievement motivation category. Rathod *et al.* (2012) [5], Mertiya (2017) [4] and Goswami (2021) [2] also quoted the similar results with majority of the respondents (55-83%) in high achievement motivation category.
9. **Managerial ability:** : It is evident from Table 3 that more than 60 percent of the respondents had medium managerial ability, 33.3 percent respondents had low level and 6 percent had high managerial ability.
10. **Cosmopolitaness:** Table 1 shows that all the respondents had medium level of cosmopolitaness.

Table 3: Distribution of respondents on the basis of entrepreneurial behaviour

n=90

S. No.	Behaviour	Level	Frequency	Percentage (%)
1.	Knowledge of the enterprise	Low	19	21.1
		Medium	71	78.9
		High	0	0
2.	Risk taking ability	Low	0	0
		Medium	19	21.1
		High	71	78.9
3.	Decision making	Low	0	0
		Medium	28	31.1
		High	62	68.9
4.	Information seeking:	Low	0	0
		Medium	30	33.33
		High	60	66.66
5.	Innovativeness:	Low	2	2.2
		Medium	65	72.2
		High	23	25.6
6.	Leadership ability:	Low	13	14.4
		Medium	71	78.9
		High	6	6.7
7.	Ability to co-ordinate entrepreneurial activities	Low	0	0
		Medium	2	2.2
		High	88	97.8
8.	Achievement motivation:	Low	0	0
		Medium	2	2.2
		High	88	97.8
9.	Managerial ability:	Low	30	33.3
		Medium	54	60
		High	6	6.7
10.	Cosmopolitaness	Low	0	0
		Medium	90	100
		High	0	0

Overall entrepreneurial behavior of the tribal women: An effort was made to group the respondents based on their overall entrepreneurial behavior which is the result of the 10 components mentioned above. Fig. 1 shows that 43.3 percent respondents had medium level of entrepreneurial behavior, while 28.9 percent of respondents fell into the high

entrepreneurial behavior category and 27.8 percent of respondents were in low entrepreneurial behavior category. Majority of the respondents (78.9%) had average knowledge of the enterprise, high risk taking ability (78.9%) high decision making (68.9%), high information seeking (66.66%), medium innovativeness (72.2%), medium innovativeness

(78.9%), high ability to coordinate entrepreneurial activities (97.8%), medium managerial ability (60%) and medium level of cosmopolitaness (100%) whereas 14-33 percent of the respondents were having low managerial ability (33.3%), low leadership ability (14.4%), high level of innovativeness (25.6%), medium level of risk taking ability (21.1%) and poor knowledge of the enterprise (21.1%).

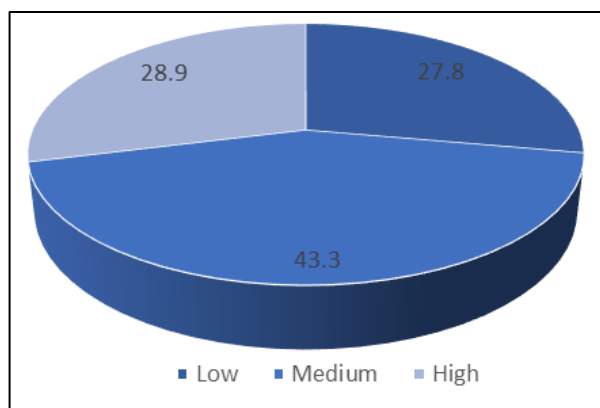


Fig 1: Distribution of respondents on the basis of overall entrepreneurial behaviour

Conclusion

On the basis of the findings it could be concluded that tribal women had either medium or low entrepreneurial behaviour. Hence, there is a need to improve entrepreneurial behaviour of the women in terms of knowledge of the enterprise, cosmopolitaness, managerial ability and innovativeness.

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