

Original Research Article

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Profile Characteristics of Women Agripreneurs in Kadapa District of Andhra Pradesh, India

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ABSTRACT

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The present investigation was done to study the profile characteristics of women agripreneurs in Kadapa district of Andhra Pradesh. *Ex-post facto* research design was followed for the study and a sample of 120 respondents was drawn. The results of the study revealed that most of the respondents were middle aged (62.50%), educated up to high school (34.16%). Majority of the women agripreneurs belonged to medium categories with respect to variables of entrepreneurial experience (72.50%), social participation (55.00%), risk orientation (70.00%), innovativeness (59.17%), management orientation (60.83%), decision making ability (71.67%), medium annual family income (70.00%), economic orientation (71.67%), credit orientation (44.16%), extension contact (59.17%), mass media exposure (57.50%), and training received (65.83%). The enterprises run by majority (26.67%) of the agripreneurs were processed millets and preparation of value added products with millets.

Introduction

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time especially in 1990s. The government of India had implemented a number of programmes for empowerment of the women so as to hasten the entrepreneurship development among rural women and help them to enhance their personal capabilities and increase decision making status in the family and society as a whole and also these programmes

have been focused on diversification of agriculture and strengthening of its value addition and its linkage with wider economy. The publicly funded organizations like Krishi Vignan Kendras and others like non-governmental organizations are providing training either for initiation or refreshment of entrepreneurship. These activities include various forms of food processing like value addition of millets, preservation of fruits and vegetables, making pickles, dairy products and bee keeping. Sustainability of the enterprise largely depends on market linkage. Kadapa district of Andhra Pradesh was

selected purposively because district has highest number of trained women agripreneurs. KVK located at Utkuru of Kadapa district is conducting a number of trainings on value addition for women agripreneurs. Hence, the study was taken up to assess the marketing behaviour of women agripreneurs.

Materials and Methods

The study was conducted in Kadapa district of Andhra Pradesh during the year 2018-19. *Ex-post facto* research design was followed for the study. Three mandals of Kadapa district and two villages from each mandal viz., Thiruvengalapuram and Rajupalem from Badvel mandal, C.K. Dinne and Utukur villages from C.K. Dinne mandal and Bayanapalle and Upparapalle villages from Chennur mandal were selected by using simple random method from which 120 women respondents were selected. Pre-tested interview schedule was used to collect the primary data and statistical techniques like Arithmetic mean, Standard deviation, Frequencies and Percentage were used.

Results and Discussion

The results of all selected profile characteristics of women agripreneurs were presented in Table 1.

Age

The results indicated that more than half (62.50%) of respondents were middle aged followed by young (30.83%) and old age (6.67%) groups. A critical observation of the above findings indicated that among the women respondents, middle and young age women have been actively involving in entrepreneurial activities compared to old age women. This might be because of the enthusiastic nature of the middle as well as

young age women and their proactive attitude towards generating additional income to meet the family needs. The old age women though have an urge to provide financial support to the family, age appears to be the major constraint for their active involvement in entrepreneurial activities. These findings are in conformity with the findings of Deepthi² *et al.*, (2018).

Education

The findings revealed that most of the respondents (34.16%) were educated up to high school followed by college education (20.86%) and equal numbers of respondents were illiterate or educated up to primary school (15.83%). Further, a small percentage of respondents were educated up to middle school (9.16%) as well as functionally literate (4.16%). This trend revealed that education is the basis for acquisition of knowledge and also provides opportunity to access new information, new ideas for exploitation of existing resources as well as generating additional revenue and innovative ways of earning etc. In fact, accessibility to this information is very critical for success of the entrepreneurs. Education gives confidence to take up entrepreneurship and to develop skills in managing the same. This might be the reason for majority of the respondents involved in entrepreneurial activities were educated. The findings are in line with the results of Sharma and Hussain¹³ (2018).

Entrepreneurial experience

It is apparent from the results that majority (72.50%) of the respondents had medium level of entrepreneurial experience followed by low (15.00%) and high (12.50%) levels of entrepreneurial experience. The respondents were from rural background with limited access to education, financial resources and market opportunities. In such situations, it is

rather difficult to be forthcoming towards taking up entrepreneurial activities. This might be the reason for lack of proactive involvement and delayed decisions in establishing the enterprises. This has naturally reflected the medium and low entrepreneurial experience from the feedback of respondents. These findings are in accordance with the findings of Maratha and Badodiya⁹ (2017).

Social participation

It is reported that majority (55.00%) of the respondents had medium followed by low (31.66%) and high (13.34%) levels of social participation. The possible reason might be that about 50 per cent of the women agripreneurs had membership in social organizations. The low level of involvement could be attributed to the lack of awareness on the benefits to be accrued from enrolment as member of different social organizations. Moreover, the general tendency of the rural entrepreneurs is to spend as much time as possible in their entrepreneurial activities. This has resulted in majority of the respondents falling in medium and a low category as relevant in respect of social participation is little understood. Hence, the women agripreneurs should be appraised of the benefits from participation in social activities and be motivated to enrol as members in different social organizations. This would facilitate them to access more information concerning to the establishment and efficient management of the concerned enterprise and regular update on marketing related issues. The findings are in line with the results of Fayaz⁵ (2015).

Risk orientation

The findings indicated that 70.00 per cent of the respondents had medium level of risk handling ability followed by high (15.83%) and low (14.17%) levels of risk orientation. The probable reason may be the rural women

folk don't prefer to take risk especially in financial matters. In addition to this, inherent attitude and price fluctuations in market might have restrained the women agripreneurs from taking risk. This might be the reason for high percentage of respondents falling under medium category. However, respondents with proven experience in managing the enterprises were willing to take risk for expanding their enterprises anticipating better returns. The result is similar to the findings of Naidu¹¹ (2012) and Deepthi² *et al.*, (2018).

Innovativeness

It is evident from the findings of the study that most (59.17%) of the respondents had medium level of innovativeness followed by low (20.83%) and high (20.00%) levels of innovativeness. This trend revealed that women agripreneurs used to shoulder dual responsibilities. Besides managing their respective enterprises, they have to attend to family responsibilities. Due to these dual roles, most of the agripreneurs were unable to spare time to think about the innovative changes/improvements. As a consequence, they are not in a position to explore the new opportunities for getting necessary exposure to new ideas and also skill building programmes. Such type of exposure is very important and an essential prerequisite for idea generation and innovativeness. This might be the reason for majority of the agripreneurs falling in medium category. Similar findings were reported by Madhushekar⁸ (2008) and Verma¹⁶ *et al.*, (2013).

Management orientation

It is revealed from the data that majority (60.83%) of the respondents had medium level of management orientation followed by high (24.17%) and low (15.00%) levels of management orientation respectively. The possible reason might be that most of the

women agripreneurs established the enterprises after undergoing the training through local institutes like KVK or DRDA. Actually, they got the motivation from these centres and also from other successful entrepreneurs who have already started the activity. Even though they got required opportunity to be trained in resource centres, the exposure was adequate enough to get some practical tips but they couldn't gain much knowledge on planning, production and marketing aspects. This might be the reason for most of the respondents falling in medium level of management orientation. The finding is in accordance with those of Vidhyadhari¹⁷ (2007).

Decision making ability

It is apparent from the findings of the study that majority (71.67%) of the respondents had medium followed by high (18.33%) and low (10.00%) levels of decision making ability. It could be observed that women agripreneurs though handling the entrepreneurial activities, they generally are not forthcoming to take decisions individually and depend on the family members or other friends. Most of the agripreneurs in study area are from rural household. Although they are more concerned and confident of taking decisions on family issues, they are not capable of taking individual decisions in respect of entrepreneurial activities anticipating risk and failures. On the other hand, the respondents who were well educated could take timely decisions as they were knowledgeable and had good access to information. This might be the reason that high percentage of respondents had medium level of decision making ability. The results are in conformity with those of Naidu¹¹ (2012) and Mubeena¹⁰ (2017).

Annual family income

It is vivid that majority (70.00%) of the respondents had medium followed by high

(18.33%) and low (11.67%) levels of income respectively. The possible reason for this might be that enterprises selected by the respondents in study area were mainly micro enterprises. The respondents were not financially sound and the income from these enterprises could supplement the income earned by men folk from farm and was sufficient only to lead a comfortable life. There was no scope for many of the women agripreneurs to expand the units and improve the economic returns due to financial constraints for additional investments. This might be the probable reason for majority of them falling under medium income group. The findings were in concurrence with those reported by Fayaz⁵ (2015).

Type of enterprise

It is concluded from the data that 26.67 per cent of the women agripreneurs were handling millets processing units along with preparation of value added products with millets followed by preparation of dairy products (22.50%), preparation of juices and jams (20.83%), pickles (16.67%), flour mill (8.33%), while a few (5.00%) were running herbal units.

Millets and horticultural crops occupy major area in Kadapa district. The KVK scientists and DRDA have been conducting training programmes on value addition of minor millets and horticultural crops. Due to abundant availability of the raw material, majority of the women agripreneurs might have shown interest in establishing processing units, value addition with millets and preparation of juices and jams with fruit crops. Dairying is also subsidiary occupation for most of the rural households along with agriculture. Hence, preparation of dairy products was also preferred as an entrepreneurial activity by most of the women entrepreneurs.

Economic orientation

It was found that majority (71.67%) of the respondents had medium level of economic orientation followed by high (15.83%) and low (12.50%) economic orientation. The possible reason for this might be that majority of the women agripreneurs were committed towards their entrepreneurial activity and very enthusiastic to achieve the targeted goals and also try new products to earn more money. But finance was a major constraint for majority of the respondents. However, financially sound agripreneurs who gained sufficient experience could go for installation of improved machinery and improved their returns. Thus, the respondents represent diversity in terms of economic orientation and generally have medium level of economic orientation and awareness. The result is in conformity with the findings of Khinmar⁷ (2005) and Roy¹² (2005).

Credit orientation

The data indicated that most (44.16%) of the respondents had medium level of credit orientation followed by low (34.17%) and high (21.67%) levels. The possible reason for this may be that respondents in study area were not financially sound and were running only micro enterprises. Most of the women agripreneurs had to depend on either institutional or non institutional credit for capital formation and investment in order to establish their enterprises. For getting institutional credit, the respondents had to follow several norms and procedures. Hence, many of them approached non institutional sources for credit. Moreover, most of them were unaware of the financial assistance through government schemes and could not avail the benefits. As a result, most of the respondents fell in medium category with respect to credit orientation. The result is in

conformity with the findings of Dillikumar⁴ (2006).

Extension contact

It is concluded that majority (59.17%) of the respondents had medium followed by high (25.83%) and low (15.00%) levels of extension contact. The possible reason may be that respondents in the course of executing the entrepreneurial activities had to contact DRDA officials, bank managers, KVK scientists, fellow entrepreneurs and marketing officials for seeking information, for registration, renewal of license and finance which resulted in majority of the respondents having medium to high level of extension contact. However, there exists a great scope to get updated on the new schemes launched by the State as well as Central Government. The finding is in conformity with the findings of Venkatesan and Vijayalakshmi¹⁵ (2015) and Grandhi⁶ (2016).

Mass media exposure

It is apparent that majority (57.50%) of respondents had medium followed by high (25.83%) and low (16.67%) levels of mass media exposure respectively. This trend might be due to the fact that to run an enterprise successfully, one needs to gather information from various sources, analyse and utilize it for development of the enterprise. In the study area, the agripreneurs were educated, either middle or young age and they were enthusiastic to gather information from various sources with a view to develop the enterprises and run them successfully. In this context, mass media is one of the easily accessible and popular mode. This might be the reason for majority having medium to high mass media exposure. The results are in line with the findings of Begum¹ (2008) and Sreeram¹⁴ (2013).

Table.1 Distribution of respondents according to their profile characteristics (n=120)

S.No	Variables	Category	Respondents	
			Frequency	Percentage
1	Age	Young age	37	30.83
		Middle age	75	62.50
		Old age	8	6.67
2	Education	Illiterate	19	15.83
		Functionally literate	5	4.16
		Primary school	19	15.83
		Middle school	11	9.16
		High school	41	34.16
		Collegiate education	25	20.86
3	Entrepreneurial experience Mean=9.93 Standard deviation=6.36	Low	18	15.00
		Medium	87	72.50
		High	15	12.50
4	Social participation Mean=1.85 Standard deviation=0.72	Low	38	31.66
		Medium	66	55.00
		High	16	13.34
5	Risk orientation Mean=17.10 Standard deviation=3.22	Low	17	14.17
		Medium	84	70.00
		High	19	15.83
6	Innovativeness Mean=30.66 Standard deviation=4.26	Low	25	20.83
		Medium	71	59.17
		High	24	20.00
7	Management orientation Mean=68.27 Standard deviation=3.10	Low	18	15.00
		Medium	73	60.83
		High	29	24.17
8	Decision making ability Mean=13.49 Standard deviation=1.82	Low	12	10.00
		Medium	86	71.67
		High	22	18.33
9	Annual family income Mean=173.7 Standard deviation=112.07	Low	14	11.67
		Medium	84	70.00
		High	22	18.33
10	Type of enterprise	Processed millets and value added products	32	26.67
		Flour mill	10	8.33
		Dairy products	27	22.50
		Pickles	20	16.67

		Juices and Jams	25	20.83
		Herbal based products	6	5.00
11	Economic orientation Mean=21.04 Standard deviation=3.12	Low	15	12.50
		Medium	86	71.67
		High	19	15.83
12	Credit orientation Mean=2.27 Standard deviation=1.26	Low	41	34.17
		Medium	53	44.16
		High	26	21.67
13	Extension contact Mean=5.46 Standard deviation=2.33	Low	18	15.00
		Medium	71	59.17
		High	31	25.83
14	Mass media exposure Mean=8.75 Standard deviation=2.97	Low	20	16.67
		Medium	69	57.50
		High	31	25.83
15	Training received Mean=0.65 Standard deviation=0.47	Low	41	34.17
		Medium	79	65.83
		High	0	0.00
16	Market facilities Mean=26.42 Standard deviation=4.03	Low	18	15.00
		Medium	83	69.17
		High	19	15.83
17	Market intelligence Mean=9.09 Standard deviation=2.40	Low	31	25.83
		Medium	76	63.33
		High	13	10.84

Training received

From the data it could be inferred that the respondents received either medium level of training (65.83%) or low level of training (34.17%). The possible reason might be that women agripreneurs are being trained either by DRDA or KVK before establishing the enterprise. But after establishing the enterprise, the respondents rarely attended the trainings for skill enhancement as they were pre-occupied with running and managing the enterprise. Moreover, they were less interested to participate in training by sacrificing their working hours. The same

trend was reflected in the data generated. The findings are in accordance with those reported by Naidu¹¹ (2012).

Market facilities

It is clear from the data that the majority (69.17%) of respondents had medium market facilities followed by more or less equal per cent of respondents having high (15.83%) and low (15.00%) market facilities respectively. It could be observed that enterprises selected by the respondents in study area were mainly micro enterprises and confined to rural areas. Thus, the transport facilities as well as

marketing outlets are generally inadequate. The women entrepreneurs had to rely mainly upon middle men and commission agents for marketing their products. Provision of more number of outlets in nearby town and permitting sales in Rythubazars by the government can help the women entrepreneurs to overcome the problems in marketing. Thus the observed trend among respondents clearly reflected the shortfalls in the availability of market facilities. The findings are not in conformity with the findings of Sreeram¹⁴ (2013).

Market intelligence

It is clear from the data that majority (63.33%) of the respondents had capable category of market intelligence followed by less capable (25.83%) and (10.84%) were found in most capable category of market intelligence. The possible reason for this may be that market intelligence is an essential factor which enables to make appropriate market decisions. In the study area, majority of the women agripreneurs had no proper access to market information and resources which may be because of lack of interest in accessing market information and resources, lack of exposure and lack of social mobility. This might be the possible reason for most of the women agripreneurs falling in capable and less capable category of market intelligence. The findings are not in accordance with the findings of Dhara³ (2010).

The findings of the study clearly revealed that majority of the women agripreneurs were middle aged, educated up to high school with medium level of income, experience in enterprise, social participation, innovativeness, risk orientation, decision making ability, mass media exposure, economic orientation, training received, extension contact, management orientation, market facilities and capable level of market

intelligence. The findings augment the need for encouraging the women folk to be educated, enroll as members in social institutions and also there is a need for conducting more number of skill oriented training programmes to the women entrepreneurs and linking them to financial institutes for getting loans and also empowering them through formation of self help groups.

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