

Determinants of Entrepreneurial Behaviour of Rural Women Farmers in Dairying: An Empirical Study

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Abstract: The entrepreneurial behaviour of rural women farmers engaged in the dairy enterprise is influenced by socio-economic attributes and psychological attributes. Since women financial empowerment is the need of the hour, women engaged in the various entrepreneurial activity is thought utmost significant. The main objective of the study is to understand the determinants of entrepreneurial behaviour of rural women farmers in dairying and suggest the possible policy implications. The snowball sampling method was adopted to directly fill the pre-structured questionnaires from 10 respondents each from four women cooperative societies from four taluks chosen on the basis of a large number of women membership coming under village panchayats. Multiple Linear Regression (MLR) model identified five independent variables- Entrepreneurial Orientation, Decision ability, achievement motivation, information seeking behaviour, and risk tolerance positively contributes in explaining to the model while confidence level and innovativeness are significant but negatively influence the variable. the hypothesis that there is no correlation between independent and dependent variables was rejected. Various policy implications identified and suggested to give more emphasis on women education and training to encourage social participation and decision making. Various stakeholders including the KMF, Dairy Development Board, Micro Finance Institutions are advised to uplift the socio-economic status of women by encouraging their inbuilt entrepreneurial talent to make them socially and economically self-sufficient and achieve self-esteem in the society to contribute to the sustainable development of the country.

Keywords: Dairy farming, Entrepreneurial behaviour, determinants, Rural women, Economic status

"Just as a bird couldn't fly with its one wing only, a nation could not march forward if the women are left behind.

-Swami Vivekananda

Introduction

Rural women constitute 50 percent of the total rural population. They play a pivotal role in every sphere of economic activities which result in rich contribution towards national income. Women are regarded as the backbone of a nation. They are much ahead of the men in contributing community development. More than 60 percent of the total population in India lives in rural area. The countries overall growth requires an adequate development in all the spheres of rural India. There are many rural enterprises contribute to the improvement in the socio-economic condition of rural women in particular during the last few decades. Women entrepreneurship in rural area attained great significance in the wake of globalization and financial sector revolution. Of the major enterprises in rural areas of the country, dairy farming has been considered as an important instrument of socio-economic change that supplemented the income and employment generation to the rural sector in general and rural women in particular.

Livestock production is one of the promising sectors of rural entrepreneurship among the farmers in India (Bandopadhyay, 2007). Entrepreneurship development ensures optimum utilization of resources and contributes to uplift the socio-economic status of women farmers particularly. However, the success of entrepreneurship depends on various influential factors, including the social, economic, religious, cultural and psychological factors. Entrepreneurship development is a process. Thus, the entrepreneurial propensity of women farmers

especially in rural areas is influenced by important traits of the entrepreneurial behaviour. It is essential to understand the entrepreneurial behaviour and also the factors influencing the entrepreneurial propensity.

Background

Livestock is not only a source of employment, income and food but is also critical to strong socio-cultural linkages in countries like India. These animals were given a place of importance by the society in recognition of their contribution to human welfare. Evidence of this importance is noted by references in ancient scriptures, by their place of prominence among the official seals of the Harappan civilization dating 4000 BC and by the special festivals dedicated to livestock (Sangeeta D Rangnekar, 1994). The involvement of women with livestock is much more than just crops. In rural India, cattle and buffalo rearing have traditionally been a responsibility of farm women (J. Sarma & S. Payeng, 2012). Karnataka is the second most progressive states in Dairying next to Gujarat. In Karnataka, as on March 2017, out of 15188 dairy cooperative societies, 13658 are functioning in 14 districts, having 24 lakh registered members of which 8.48 lakh are women members. 99 percent of the societies are running at a profit. There are 1300 District Cooperative Societies in 17 taluks. Hassan District is one of the most developed regions in the dairy farming where a majority of the rural population earn income from dairy farming. Moreover, dairy farming is generally adapted occupation in the district.

Literature Review

Since entrepreneurship is a form of human resource, a successful entrepreneurship demands useful traits and behavior. Early studies show that the entrepreneurial behaviour is influenced by a number of factors such as skill, knowledge of the enterprise, risk-taking ability, achievement motivation, exposure to mass media, training received, and innovative entrepreneurship (Subramanyeswari, 2007). Entrepreneurial behavior denotes the change in knowledge, skills and attitude of entrepreneurs in their jobs. Milk production and processing of milk for product preparations play a vital role in India's agricultural economy. Dairying is an important means of livelihood to millions of rural poor farmers (J. Sarma & S. Payeng, 2012). According to a report 85 percent of rural women are engaged in livestock production (Vishwanathan 1989). Studies also highlight that women play a significant role in dairy farming activities. White and Cooper (1997) described the characteristics of women who have made it to the top in corporate, professional and public life and how they achieved their success. They revealed early experience of coping independently with the environment generated a strong sense of competence and self-confidence in these successful women. The success of women entrepreneurs exhibited the psychological characteristics such as high level of self-confidence, determination, hard work, creating a position for themselves, superior quality output and love for their work (Schlosser, 2001), high need for achievement and were also found to be internal locus of control (White et al., 1997). Ambition to achieve success contributes to entrepreneurship propensity potentially. A high degree of need for achievement, believed in their ability to control their own life and their preference for moderate risk (Abeysekara, 2000) contributes women entrepreneurship. The self-assessment of entrepreneurs and their situation will influence their willingness to persist toward the achievement of their goals (Gatewood, Shaver, and Gartner, 1995). This indicates that societal and family support also play an important role in determining entrepreneurial intention of women farmers. Successful female entrepreneurs were found to exhibit entrepreneurial competencies such as initiatives, opportunity utilisation, persistence, information seeking behaviour, concern for high-quality work, commitment to work contract, efficiency orientation, self-confidence, persuasion, and the use of influence strategies (SandeepSarkar, 2014). Decision making is important because much of the success of any enterprise and particularly farming depends upon how the family makes the decision. women also play important role in joint decision making process (PratikshaSingotiya, N.K.Khare and SonamAgrawal, 2014). Strong managerial capabilities and ability to pursue the opportunity, high level of education (White et al., 2007) were found to be the successful traits of women entrepreneurs. Subramanyeswari and Veeraraghava Reddy (2003) studied entrepreneurial behaviour as the changes in the knowledge, skill and attitude of women livestock farmers towards dairy enterprises. Variables such as dairy farming experience, social participation, training imparted, and income from dairy farming explain the entrepreneurial propensity of rural women. Lawrence. C & DebasisGanguli (2012) conducted a study in Villupuram district of Tamil Nadu to know the level of entrepreneurial behaviour of dairy cattle farmers. A sample of 100 respondents was selected for the study. Majority of the respondents possessed medium entrepreneurial behaviour followed by low and high level of entrepreneurial behaviour. Entrepreneurial behaviour was positively and significantly related with education of the respondent, land holding, material possession, economic status, social participation, training on dairy farming, economic motivation, marketing orientation, extension agency contact and mass media communication.

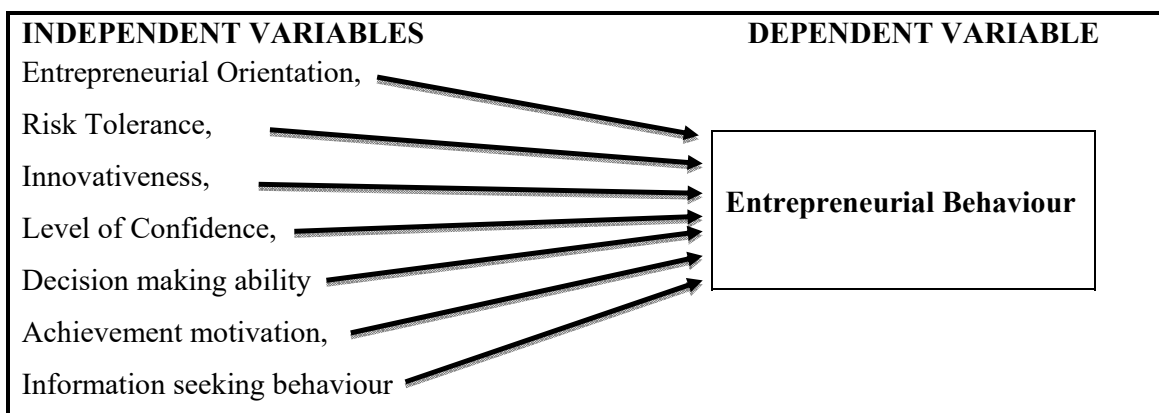
Research Gap

After a careful perusal of the various studies on women entrepreneurship, it is found that most of the studies focused on traits that have been developed by the early researchers. Important traits of entrepreneurship identified were indexed and the level of entrepreneurship behaviour was concluded in most of the studies. It is also found that some studies entered the demographic variables to explore the results. It can be hardly found the studies determining the entrepreneurial traits that influence the women entrepreneurship behaviour in the local context. Hence the present research was undertaken to understand the factors determining the entrepreneurial propensity.

Framework For the Study

Factors were operationalized on the basis of the previous studies (Subramanyeswari2003). The variables were constructed on the basis of the literature and the expert opinion. Apart from the experts' consultation, a study of relevant literature in the field of livestock production and veterinary extension, discussion with the officials of Karnataka Milk Federation unit of Hassan and Channarayapattana have directed us with 8 components which are normally considered as components in entrepreneurial behavior, and 33 statements were designed for these components. The study includes Entrepreneurial Orientation, Risk Tolerance, Innovativeness, Level of Confidence, Decision making ability (amidst family members), Achievement motivation, and Information seeking behaviour were the independent variables whereas Entrepreneurial Behaviour is the Dependent variable. The independent variables further grouped into Psychological factors and Socio-Economic factors.

Figure 1: Model of Entrepreneurial Behaviour of Rural Women Farmers



Source: Authors design

Statement of the Problem

Majority of rural women have actively involved in the dairy enterprise through women dairy cooperatives or milk producers' women cooperative societies. Hassan, Holenarasipura, Birur, Kudige and Channarayapatna are having modern milk dairies with improved technology. The district has 213 Milk Producers cooperative societies of which 79 are exclusively run by women. Women are actively engaged in dairy farming and running the societies, further, many 'Sthreeshakthi unions' have been successful. This raises question-whether women farmers do have entrepreneurial potential in dairying? What factors determine their entrepreneurial behaviour among the women farmers in dairying? With this problem statement, the following objectives were set for the study.

Objectives of the Study

- 1) To study the concept of entrepreneurship in the context of rural women farmers.
- 2) To trace out the factors influencing the entrepreneurial behaviour of women farmers in dairying
- 3) To understand the Relationship between the factors and entrepreneurial behavior of rural women farmers

Rationale of the Study

The dairy industry needs rejuvenation ecology of the particular locality with maximum entry and participation of women entrepreneurs. Despite rapid social transformation, technological advancement and improvement of

literacy level, the most baffling problem in India has been the unemployment. In this background, women entrepreneurship in rural area assumes utmost significance. To encourage women farmers in dairy farming business, it is pertinent to study the most significant factors that influence women entrepreneurship propensity, and thereby suggesting suitable action plans for women empowerment through dairy farming in rural India.

Scope of the Study

The study was conducted in Hassan District of Karnataka State-India, during the month of January to April 2017. The study was aimed to identify the magnitude of and the relationship between the influencing factors on entrepreneurship behaviour among the women farmers in dairying. The study was conducted basically in the context of entrepreneurship traits of women farmers in dairying.

Research Methodology

The present empirical study was conducted in Hassan District of Karnataka. Secondary data was collected from the literature review and Annual reports of Dairy Development Board. The primary data was collected from the respondents. A structured questionnaire was prepared with the construct of various elements of entrepreneurial traits. The questionnaire was directly filled by the researcher by interviewing the respondents under snowball sampling method from the target cooperative societies during their visit to the Societies. Four Taluks were chosen for the sampling based on a large number of women members. Hassan, Holenarasipura, Channarayapatna and Biruru were chosen for sampling. In each taluk, four Women Cooperative societies were chosen. In each cooperative societies coming under the Village Panchayat, 10 respondents were interviewed in the local language, and questionnaires were directly filled in. Thus the total 160 respondents were considered for analysis of the primary data. The data collected was analyzed by using SPSS version 20.

Discussion and Analysis

The study attempted to investigate the possible factors that influence the entrepreneurial behaviour of rural women farmers involved in dairy farming activities. Table 1 displays the demographic variables of the respondents. A majority (60%) of the respondents are of above 40 years of age, 50 percent of the respondents are having a minimum educational background of reading and writing ability in the local language, 75 percent of the respondents are having more than 10 years of dairy farming experience, and 51 percent of the respondents earn income between 50 thousand to 1 lakh annually. Respondents also classified on the basis of the land holding in acres into small, medium and large size farmers. A majority (45%) of the respondents are medium-sized farmers having land between 3 to 5 acres, followed by small farmers (29.4%) having less than 3 acres of land, and large sized (25.6%) having more than 5 acres of land. A number of milking cattle (cows and buffaloes) are the important source of dairy activity. Respondents are grouped into three categories. A majority (55.6%) are having 3-5 cattle stock, 26.9 percent are small sized farmers having less than 3 cattle, and 17.5% of the respondents are having more than 5 milking cattle. It is observed that the farmers arrange in such a way that a group of cattle milking will halt producing milk during the next cycle of reproduction during which another group of milking cattle are ready for producing milk and the cycle continues so that the milk production does not stop in between significantly.

Questionnaires filled in contain the statements on each variable measured on the Likert scale ranging from 1 to 5. We obtained a variable score assigning 1 if the respondents say 'Totally Untrue' and 5 points if the response is 'Totally True', and in certain variables 1 point assigned if the response is 'Never' and 5 points if the response is 'Always'. These scores were transformed into 't' scores. The 't' scores of both independent and dependent variables were processed through SPSS to compute Multiple Linear Regression to create a model that explains the variance in the dependent variables in the model.

Table: 1
Socio-Demographic Classification

DEMOGRAPHICS	int	umn	N %
Age (in Years)			
TO 30	22		13.8%
30-40	42		26.2%
ABOVE 40	96		60.0%
TOTAL	60		100.0%
EDUCATION			
Minimum (To read and write)	80		50.0%
Matriculation	44		27.5%
Above Matriculation	36		22.5%
TOTAL	60		100.0%
LAND HOLDING			
All	47		29.4%
Medium	72		45.0%
Large	41		25.6%
TOTAL	60		100.0%
ATTLE STOCK			
Less than 3	43		26.9%
3-5	89		55.6%
More than 5	28		17.5%
TOTAL	60		100.0%
EXPERIENCE IN DAIRYING			
Up to 5 Years	22		13.8%
6-10 years	18		11.2%
Above 10 years	20		75.0%
TOTAL	60		100.0%
ANNUAL INCOME FROM DAIRYING			
Up to 50000	47		29.4%
50000-100000	82		51.2%
Above 100000	31		19.4%
TOTAL	60		100.0%

Source: Primary Data

Seven independent variables included in the study were processed in our Regression model. As a pre-condition, it was found that the data does not violate the normality assumptions, and the table 2 provides that multicollinearity is unlikely to affect the estimation of the coefficients in the regression equation. Further, SPSS output on Collinearity diagnostic shows that tolerance value of 0.375 to 0.923 as well as the maximum VIF value is (2.665) much below the value of 10, maximum Cook's distance in the model is 0.59 and hence, the model is said to be not affected by the problem of multicollinearity. As the assumptions are not violated, it has proceeded with Multiple Regression Model that explains the variability of the dependent variable influenced by the independent variables of the study. It was found from table 2 that the independent variables have the correlation with the Entrepreneur Behaviour, as the correlation values are significant and in the case of two variables, the correlation is more than 58 percent which means, the independent variables such as Orientation, Information seeking behaviour, Risk Tolerance, have a significant correlation with Entrepreneur Behaviour. This supports us to reject our **Hypothesis (H₀)** that there exists no relation between entrepreneurial behaviour and independent variable and conclude that there is a significant correlation between independent variables and entrepreneurial behaviour. Achievement motivation has the low degree correlation, while other variables such as decision-making ability, confidence level, and innovativeness have, surprisingly, low degree negative correlation with the Entrepreneurial Behaviour. This might be attributed to the fact that in rural areas, most of

the decisions are taken by male member of the family (traditionally), and this reduces the level of confidence among the rural women to give colours to their innovative ideas

Table: 2
Correlations between Entrepreneurial Behaviour and Independent variables

	EN BHV	EN ORNT	INF SEEK	RISK Tolerance	Conf. LVL	DCN Ability	ACHV Motvn.	INNV
EN BHV	1							
EN ORNT	.582**	1						
INFO SEEK	.451**	.432**	1					
RISK Tolerance	.181*	-.135	.280**	1				
CONF LVL	-.325**	-.554**	-.183	.203*	1			
DCN Ability	-.020	-.160*	-.280**	-.314**	.184*	1		
ACHV Motvn	.041	.153	-.066	-.277**	.048	.716*	1	
INNV	-.233**	.065	.012	-.075	-.124	-.030	-.166*	1

**Correlation is significant at the 0.01 level (2-tailed).

Correlation is significant at the 0.05 level (2-tailed).

It is true that even the female member becomes a political head of the local government through the election process, this seldom increases their decision making liberty in the male-dominated society. Female leadership choice is not because of the women empowerment conferred on her in the villages, rather, because of the reservation policy of the government. Therefore, ultimately decision-making practice among the rural women is still not a reality.

Women can put into to practice her innovative ideas, virtually in entrepreneurial activities when she is allowed to take the decision and make an independent bold move in the career path. These factors might have resulted in the negative correlation in the model.

Regression Model

In order to test the determinants of 'Entrepreneurial Behaviour intention', a number of independent variables may be considered. The 't' scores of the respondents constructed in the model were quantified as variables to explain their behavioural intention. The regression model applied to test the determinants of the Behavioural Intention is as follows:

$$EB\gamma = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \varepsilon\text{..... (1)}$$

Where,

EB γ : Entrepreneurial Behaviour,

X₁ = 1st Independent Variable = Entrepreneur Orientation

X₂ = 2nd Independent Variable = Information Seeking Behaviour

X₃ = 3rd Independent Variable = Risk Tolerance

X₄ = 4th Independent Variable = Confidence Level

X₅ = 5th Independent Variable = Decision making ability

X₆ = 6th Independent Variable = Achievement Motivation

X₇ = 7th Independent Variable = Innovativeness

α = the intercept of the regression line or constant

β = the slope of the regression line or regression coefficient for X (the change in EB γ for every 1 unit change in X, subject to other variables remain constant)

Table: 3
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.766 ^a	.587	.568	2.471

Predictors: (Constant), Innovativeness, Information Seeking Behaviour, Achievement Motivation, Confidence Level, Risk Tolerance, Entrepreneurial Orientation, Decision Making Ability

b. Dependent Variable: Entrepreneurial Behaviour

Table: 4

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1317.425	7	188.204	30.824	.000 ^b
Residual	928.075	152	6.106		
Total	2245.500	159			

a. Independent Variable: Entrepreneurial Behaviour

Predictors: (Constant), Innovativeness, Information Seeking Behaviour, Achievement Motivation, Confidence Level, Risk Tolerance, Entrepreneurial Orientation, Decision Making Ability

The value of R² equals to 0.587 indicates that 59 percent of the variations in the Entrepreneur Behaviour intention is explained by the independent variables shown in the model summary (Table 3). The value of R² is significant as indicated by the p values (0.000) of F statistics as given in the ANOVA table (Table 4). This indicates that our **Hypothesis(H₀)** that the model does not explain the entrepreneur behaviour is rejected since p value less than 0.05 the assumed level of significance.

Table:5
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	983	2.667		2.244	.026
Entrepreneurial Orientation	723	.086	.625	8.426	.000
Information Seeking Behaviour	250	.076	.207	3.283	.001
Risk Tolerance	366	.086	.258	4.256	.000
Confidence Level	131	.081	-.106	-1.630	.105
Decision Making Ability	542	.111	.494	5.806	.000
Achievement Motivation	429	.097	-.371	-4.409	.000
Innovativeness	306	.053	-.317	-5.833	.000

a. Dependent Variable: Entrepreneurial Behaviour

Of all the independent variables tested in the equation (1), the 'Entrepreneurial Orientation', 'information seeking behavior', 'Risk Tolerance', 'Decision Making Ability', 'Achievement Motivation' and 'Innovativeness' are found to be a significant contributor at 5 percent level of significance for the sample group.

The constant term in this model, 5.983 represents a baseline entrepreneurial behaviour score which will be up or down according to the characteristics of the individual respondent. The coefficients for the independent variables indicate the direction and magnitude of the effect of entrepreneurial behaviour. However, independent variables Confidence level, Achievement motivation, and Innovativeness have shown a negative standardized coefficient which indicates that an increase in one unit of these variables results in the decrease in the entrepreneurial intention among the women farmers. As has been explained before, the decision making ability depends on the level of empowerment the women have been conferred by their family members, society, and companion, based on which her innovative business ideas can be launched to practice. The dairy farming and entrepreneurial intention of rural women farmers also depend on the socio-religious beliefs and untrained orientation (Goswami et. al 2000) hinders their journey of successful entrepreneurship. Further, their entrepreneur orientation and behaviour also depend on the size of landholding and the scale of dairy farming activity based on the number of cattle they have in stock.

Policy Implications

The present study proves that entrepreneurial orientation, decision-making ability, achievement motivation, information seeking behaviour explain significantly the entrepreneurial behaviour of rural women farmers. The scale of operation and land holding, social participation and education are important behavioural agents which indirectly point out that rural women farmers in dairying can excel if the social participation and training are imparted and financially supported. Risk tolerance contributes as an important determinant of entrepreneurial behaviour and managerial orientation of rural women farmers. This analysis brings out an unrevealed potential that the rural farmers are having. It is pertinent to note that the women farmers in dairying are well balancing their regular agricultural activities and entrepreneurial activities to earn their livelihood and enhance their socio-economic status. Their psychological variables determine much more entrepreneurial orientation than their physical asset holding. This is confirmed from the fact that the women with large size land holding and more number of cattle stock have lesser managerial orientation and decision-making ability than that of the lower scale and medium scale land holding and cattle stock. This might be due to their lack of freedom and social participation in entrepreneurial activities on account of the role played by the family members and the companion, more so from the society in which they living. Majority of the respondents lack training in leadership activities, and also social constraints to participate in any kind of training. Lack of social participation affects their value orientation as well as entrepreneurial and managerial skills due to traditional thinking, lack of experience and training (Reddy 1995). However, they have an inbuilt decision-making ability, achievement motivation, information seeking behaviour, in turn, indicates their eagerness to undergo training and learn new methods to do their dairy activity better and achieve in life. Therefore, it is obvious that the government agencies such as local governments (Gram Panchayats) should assist them with necessary training and provision of information. Dairy development Board should conduct regular training to women farmers in rural areas to cope with the modern method of dairy farming activities. Financial institutions, preferably Grameen Banks should develop a model to reach these unnoticed vibrant entrepreneurs to expand their debt service. Women and Child Development Board should assist them to utilize the benefit of the collaboration of Sthreeshakthi Units and Micro-Finance institutions in assisting in finance as well as managerial training. Karnataka Milk Federation and Dairy Development Boards should design a model to strengthen the women Dairy cooperative societies to support their activities.

Suggestions and Conclusions

Rural women farmers in dairying try to make use of every opportunity to excel in dairy entrepreneurship. Their entrepreneurial behaviour is more of growth-oriented and active. This is what is required especially in the rural India that ultimately takes rural women towards self-sufficient and empowerment. Landholding, education, experience, social participation, an adaption of the expert dairy farming method in the process have a significant relationship with the entrepreneurial behaviour of the respondents. seven independent variables include the statement representing all these variables in general. The regression model reveals that entrepreneurial orientation (Managerial orientation), Information seeking behaviour (Eagerness to training), Decision-making ability, achievement motivation have significantly explained the variability of the entrepreneurial behaviour of rural women farmers in dairying. women farmers with low education have concentrated to adapt dairy entrepreneurship to earn income and increase their economic status. Social participation and training improve their knowledge of the dairy farming and dairy income. A successful dairy farming help women farmers adapt expert advice and best practice by collecting official information from credible sources. These are morale boosters of dairy entrepreneurship activities among rural women farmers who adapt managerial skills and innovative methods to regard dairy enterprising their economic activities and generate more income for the rural folk. To help rural women farmers in their journey, the following suggestions are offered.

- a) Rural women farmers shall be given more emphasis on education, training and social participation to make them aware of day to day technological advancements and impact of these scientific practices on the business and livelihood.
- b) Effective media and mass awareness programs shall be carried out on a large scale to make rural women more knowledgeable and thereby encourage them to become better entrepreneurs.
- c) Government and KMF training force, extension agencies, Agricultural Universities should develop a comprehensive and coordinated training modules, and focus more on promoting entrepreneurial behaviour among the dairy farming rural women farmers.
- d) Local government should actively participate and guide them in adopting scientific method
- e) Financial and Insurance arrangements by the government can improve the confidence level of farmers.
- f) The media shall play important role in persuading more and more rural women.
- g) Micro-Finance units should assist timely and adequate finance and consultancy services to encourage adopting the scientific method of dairy enterprise and improve their socio-economic status.
- h) Graduates and Diploma students in Dairy can be assigned on a cluster basis as an apprentice to study, understand and train the rural women farmers to help them achieve better.
- i) Foreign hybrid cattle can be introduced to rural women farmers.
- j) Training on the scientific method of dairying on large scale shall be imparted for better yield.
- k) The positive attitude among the rural women is the most important asset that should be trained by some of the management trainers.

The Ultimate aim of supporting rural women farmers in dairying is to empower them Socially and Economically and enhance their self-esteem. Through this, the potential managerial source and typical entrepreneurial strength of the rural women farmers can be made active and engaged in the nation-building activity to which their contribution cannot be neglected. Linkage of rural women dairy cooperative societies with the nearby Organized Retail Bazars (modern retail show-rooms) ensures continued support from the market. This also brings more milk production that is required for human consumption particularly local school going children of the locality, poor orphan children being taken care of by the NGOs, Trusts, and Ashramas, of the nearby locations. From this, the twin objectives of, rural women self-sufficiency and empowerment and feeding the kids who will be our future nature caretakers, can be achieved.

Limitations and Scope for Further Research

The present study successfully adopted a model that explains significantly the determinants of entrepreneurial behaviour of rural women farmers in dairying. However, a small sample from only one district and only independent variables without considering the demographic variables that might explain the variance in the model is the major limitation of the study. Since the results are based on the responses of the respondents, the bias cannot be overlooked. Therefore, future research can consider a large sample size and moreover, an inter-state comparative study on the issue with additional independent variables might produce a better result.

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