
ENTREPRENEURIAL BEHAVIOUR OF TRIBAL WOMEN ENTREPRENEURS

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Abstract: In today's competitive world, there are various ways by which women get themselves empowered. Empowerment of women has emerged as an important issue where the entrepreneurship of women is considered to be an effective instrument to the economic development. This study was conducted by following ex-post facto research design and random sampling technique in three continuous tribal districts of High Altitude Tribal zone of Andhra Pradesh with a specific objective to study the entrepreneurial behaviour of tribal women entrepreneurs. The results of the study revealed that majority of the respondents exhibited medium to low level of entrepreneurial behaviour, while very few of them exhibited high level of entrepreneurial behaviour. The study further revealed that Education, Entrepreneurial experience , Family support , Marketing facilities, Management orientation and value orientation of the respondents had positive relationship with their entrepreneurial behaviour while age of the women entrepreneurs had negative relationship.

Key words: *Entrepreneurial behavior; successful; women entrepreneurs;*

Introduction: Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who take the major risks in terms of equity, time and career commitment of providing value to some product or service (Kuratko and Richard, 2001). Women entrepreneurship in economic development of any nation has been recognized for its significant contribution. Scheduled Tribes (STs) are indigenous, have their own distinctive culture, geographically isolated and are low in socio-economic conditions. The major source of income of the tribals besides agriculture was forest and forest produce. Being close to forest they have an inherent skill in collection and processing of minor forest produce like honey, gum, bamboo and adda leaves etc.. The appearance of entrepreneurship among the tribal women is directly related to the socio-economic development of the tribal community along with the growth of industrialization, urbanization and migration.

The definitions of entrepreneurship have to be considered in the context of the conditions prevailing in the industrially backward and developed areas of the country. Gupta and Mehta (1992) have indicated that there was no difference between the entrepreneurs and self employed persons in tribal conditions. Therefore, even setting-up of small business like a retailshop, tailoring unit represents a breakthrough from tradition and a step forward in the tribal situation. This has to be considered as a capacity for entrepreneurship.

As regards the emergence of entrepreneurial activities, three conditions may be observed in tribal areas. The first condition is the change of occupation. People use new technologies and techniques to increase production. It is related to creative and innovative practices. The second condition, the people adopt new occupations as a result of industrialization, urbanization and migration resulting in starting of small and cottage industries. The third condition, the people get financial and other necessary help and advice from the government and non-government agencies under planned schemes and they can become self-employed in

different categories of occupations.

The tribals, in the new economic transformation, have taken to some entrepreneurial activities. Increasingly they are adapting innovative inputs in agriculture and also in other allied sectors; they try new technology in their practices which has both rural and urban base. Therefore, the study was undertaken with twin objectives, viz., to study the entrepreneurial behaviour of the rural women and to study the factors affecting the entrepreneurial behaviour of the respondents.

Methodology: This study was conducted in continuous districts of High Altitude Tribal zone namely Srikakulam, Vizianagaram and Visakhapatnam of Andhra Pradesh, which were purposively selected, since this entire zone accounts for the tribal inhabited areas. Three district head quarters were visited to obtain the list of Mandals having settled tribal women entrepreneurs. Three enterprises namely Adda leaf plate making, Bamboo basket making and Tailoring in which majority of the tribal women involved in High Altitude Tribal zone were selected. Among them two mandals from each district were selected randomly. Two villages from each mandal were selected which had settled tribal women entrepreneurs in selected three enterprises. From each village 5 entrepreneurs in each enterprise, having minimum 3 years of entrepreneurial experience were selected randomly. Thus, a total of 180 respondents were selected from 12 villages of six mandals for the study.

The ten components of entrepreneurial behaviour i.e Innovativeness, Managerial assistance, Achievement motivation, Ability to co-ordinate the entrepreneurial activities, Risk taking ability, Cosmopolitaness, Knowledge on the selected enterprise and Leadership ability were considered as the main parameters for the study. It is quantified by using the index developed by Venkataramaiah (1991) and the respondents were categorised on the basis of total scores.

Further to study factors affecting entrepreneurial behaviour of the respondents, correlation and regression analysis was performed.

Results And Discussion:**Entrepreneurial behaviour of tribal women entrepreneurs:**

Entrepreneurial behaviour has been defined as package of personality characteristics and environmental factors related to dynamic agent of change for transforming physical, natural and human resources into corresponding production possibilities. Hence the entrepreneurial behaviour may be studied on varied dimensions.

It is seen from the table 1 that maximum respondents possessed medium (67.22%) level of entrepreneurial behaviour followed by low level (17.78%) and high (15.00%) level of entrepreneurial behaviour respectively. This might be due to the fact that majority of women have got formal training by DWCRA, Krishi Vigyan Kendras, NGOs and ITDA officials, which is resulted in increase of their knowledge and other attributes of entrepreneurial behaviour. This finding was in conformity with the results of Choudhary (2006), Jain & Patel (2008)

Sl No	Tribal women entrepreneurs			Total
	Low	Medium	High	
1.	32 (17.78)	121 (67.22)	27 (15.00)	180 (100.00)

Figures in parenthesis indicate percentage

Mean: 50.9982 S.D: 4.5784

Entrepreneurial characteristics of tribal women entrepreneur

- Decision making ability:** Results furnished in the Table 2 showed that majority of women in three enterprises had medium (68.33%) to low (21.11%) decision making ability. This might be due to the fact that most of the tribal women entrepreneurs were illiterates, introvert with low social participation, low exposure to mass media, and lacks motivation and family support due to traditional male dominance. Lack of exposure, training etc. led to a situation where the women though taken up to entrepreneurship did not show required ability to make decisions on their own.
- Innovativeness:** It was evident from the data that majority of tribal women entrepreneurs had medium (75.56%) to high (16.67%) innovativeness. This might be due to the profitable returns from their enterprises and they want to expand their enterprises. Some of them were interested in getting training in advanced skills in their enterprise and in other incoming generating activities so that they can participate in government programmes effectively. The possession of this trait predisposes the individuals for better acquisition of knowledge hence, above result was noticed.
- Managerial assistance:** It was clear from the results presented in table 2 that, majority of the tribal women had medium (49.47%) managerial assistance while an equal per cent of the women had low (26.67%) and high (23.89%) managerial assistance. The medium and high managerial assistance among women might be due to the fact that women in selected enterprises were mostly the members of the self help groups and had more extension contacts with ITDA and DWCRA officials.
- Achievement motivation:** Achievement motivation is the desire or need to excel in reaching certain goal. On perusal of the findings, more than fifty per cent of tribal women entrepreneurs had medium achievement motivation. Generally women with enterprise will have the desire to extend their enterprises for increasing their socio-economic level irrespective of their class and caste.
- Ability to coordinate entrepreneurial activities:** It was observed from Table 2 that majority of women had medium (64.44%) ability to coordinate entrepreneurial activities. This might be due to the fact that majority of women had undergone formal training which enhanced their ability in coordinating the entrepreneurial activities in time. The results indicated that irrespective of their enterprises all the respondents had medium ability to coordinate entrepreneurial activities.
- Risk taking ability:** Risk taking ability is the cognitive aspect of change which reflects the preparedness of an individual to accept innovations with an element of risk in enterprise. The findings inferred that majority of the tribal women had medium (80.56%) to high (10.56%) risk taking ability. This might be due to the fact that the activities taken up by the entrepreneurs are mainly low capital, skill and resource based enterprises with assured market. This finding was in conformity with the findings of Snehalatha (1998)
- Information seeking:** Ability of an individual to seek the relevant information contributes to increase in knowledge which is the source of inspiration in adoption of new practices. Regarding information seeking majority of respondents were placed in the medium (72.22%) to high (16.67%) category. This might be due to the fact that the tribal women receive information through the informal sources like group members, family members in the villages. The cosmopolite and formal sources like Anganwadi workers and other village extension personnel, who can directly deal with the needs of tribal women entrepreneurs, will undoubtedly accelerate the learning process and consequently the tribal women became information seekers from all sources.
- Cosmopoliteness:** It was defined as the degree to which an individual is oriented to outside her community or village that might make her more accessible with innovations. It was observed from the results that majority of women had medium (57.78%) to low (31.67%) cosmopoliteness. This might

be due to the fact that these entrepreneurs were settled in the villages which are scattered and are in small settlements with poor transport facilities. This led to exploitation by non tribals and was the major barriers for cosmopolitaness.

9. **Knowledge on their enterprise:** The knowledge of the entrepreneurs on advanced technologies, marketing, liaison agencies and govt. policies schemes and subsidies were tested. On perusal of the findings, majority of tribal women had medium (63.89%) to low (26.11%) knowledge. This might be due to their illiteracy and backwardness.

10. **Leadership ability:** The results furnished in the Table 2 indicated that majority of the tribal women had medium(57.22%) to high (22.22%) leadership ability. This might be due to the fact that the entrepreneurs develop leadership abilities when the enterprise demands coordination from different sub-systems in the whole system. The leadership could manage the human resource and persuade them to accomplish a given task.

Table 2: Distribution of respondents based on their entrepreneurial characteristics

Sl No	Component	Tribal women entrepreneurs			Total (n=180)
		Low	Medium	High	
1.	Decision making ability Mean: 58.33 S.D : 13.99	38(21.11)	123(68.33)	19(10.56)	180(100.00)
2.	Innovativeness Mean: 72.22 S.D: 10.024	14(7.76)	136(75.56)	30(16.67)	180(100.00)
3.	Managerial assistance Mean: 44.05 S.D: 13.93	48(26.67)	89(49.47)	43(23.89)	180(100.00)
4.	Achievement motivation Mean: 56.94 S.D : 19.53	47(26.11)	96(53.33)	37(20.56)	180(100.00)
5.	Ability to coordinate entrepreneurial activities Mean: 44.93 S.D : 17.66	37(20.56)	116(64.44)	27(15.00)	180(100.00)
6.	Risk taking ability Mean: 51.22 S.D : 16.26	16(8.89)	145(80.56)	19(10.56)	180(100.00)
7.	Information seeking Mean: 28.23 S.D : 10.85	20(11.11)	130(72.22)	30(16.67)	180(100.00)
8.	Cosmopolitaness Mean: 38.70 S.D: 34.73	57(31.67)	104(57.78)	19(10.56)	180(100.00)
9.	Knowledge Mean: 52.72 S.D : 10.35	47(26.11)	115(63.89)	18(10.00)	180(100.00)
10.	Leadership ability Mean: 49.06 S.D: 17.20	37(20.56)	103(57.22)	40(22.22)	180(100.00)

Figures in parenthesis indicate percentage

Factors affecting the entrepreneurial behaviour of the respondents: Further an attempt has also been made to elucidate the association of selected personal and socioeconomic attributes with entrepreneurial behaviour. The correlation coefficients was worked out and presented in Table 3. It was observed that the variable age (-0.1970) was found to be negatively significant while education (0.3612), family support (0.2270) management orientation (0.3431) and value orientation (0.4329) were found to be positively significant at 0.01 level of probability. The variable entrepreneurial experience (0.1878) and marketing facilities (0.1663) were found to be significant at 0.05 level of probability. Hence, the null hypothesis was rejected by accepting the empirical hypothesis. The regression coefficient between entrepreneurial behavior of tribal women entrepreneurs revealed that all the

persona and socio-economic variables put together could explain a variation in entrepreneurial behavior to the extent of 34.63 per cent. The variables education, management orientation and value orientation contributed significantly in explaining the variation in entrepreneurial behavior of tribal women F value 8.0914 was significant at one percent level of probability.

Conclusions: It could be concluded from the study that majority of the tribal women entrepreneurs had medium entrepreneurial behaviour which is a clear indication of the progressiveness and empowerment of the tribal women. If women gain economic strength, they gain both visibility and a voice at home, workplace and community. This has an impact on their social and economic status in terms of increase in their literacy, education of their children, family well being and decision making capacity. Therefore, empowerment of

women has a rich payoff in economic development and egalitarian goals of the society.

Table 3: Relationship of personal and socio-economic attributes of tribal women				
S l	Independent variables	Correlation coefficient (r)	Regression coefficient b	Computed t-value
X ₁	Age	-0.1970**	0.0038	0.0339
X ₂	Education	0.3612**	2.2517	3.5054
X ₃	Marital status	-0.0498	1.7608	1.8388
X ₄	Entrepreneurial experience	0.1878*	-0.0525	0.3451
X ₅	Training received	0.0543	-0.6586	0.5015
X ₆	Socio-economic status	0.1154	-0.2134	0.7649
X ₇	Family support	0.2270**	0.0620	0.3554**
X ₈	Financial support	-0.0043	0.5401	0.4597
X ₉	Marketing facilities	0.1663*	0.5878	1.1533
X ₁₀	Management orientation	0.3431**	0.2578	2.6566**
X ₁₁	Value orientation	0.4329**	0.8383	5.0358**

* Significant at (0.05%) ($r > 0.149$)
 $R^2 = 0.3463$

** Significant at (0.01%) ($r > 0.191$)
 $F = 8.0914$

Hence the tribal women entrepreneurs should be given more exposure to enlarge the scope of their businesses by providing them the chances to learn from the

successful entrepreneurs, sufficient advanced technical and managerial training along with infrastructural and credit facilities,.

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