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Tribal women's socio-economic characteristics and entrepreneurial behavior in custard apple processing

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Abstract

The present study was undertaken with the objective to study association between entrepreneurial behavior and personal and socio-economic characteristics 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 there exist a significant association between personal and socio-economic characteristics like age, education, marital status, family occupation, land holding, housing, media ownership and socio-economic status and entrepreneurial of the respondents.

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

Introduction

A nation's prosperity and growth are dependent on the status and development of its women, who not only constitute nearly half of the population, but also positively influence the growth of the remaining half. Women in India play an important role in shaping the country's economy by actively participating in a variety of income-generating activities. Women's position and status in any society is the indicator of its civilization. In tribal communities, the role of women in economy is substantial and crucial. Minor forest produce forms a major source of income in many tribal communities. The tribal women in south-eastern Rajasthan are involved in collection of underutilized forest fruits i.e. Custard apple, Jamun, Amla, etc.

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 association between entrepreneurial behavior and personal and socio-economic characteristics 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. Chi square test was used to test the association between various factors with entrepreneurial behavior of the respondents.

Results

Personal and Socio-Economic Characteristics of the Tribal Women

Age: Data in Table 1 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: The table 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.

Occupation: According to Table 1, majority of the respondents (66.6%) worked as farm labourers while, only 23.33 percent worked in the business or service sector. Only 5.55 percent respondents were involved in farming and 4.44

percent were artisan/craftsman.

Education: One of the key factors in determining someone's social status is level of education. Regarding educational background of the respondents, Table 1 indicates that 73.33 percent respondents were illiterate and

12.22 percent were educated up to graduation level, 4.44 percent were able to read and write, 2.22 percent were educated up to primary school and high school level and 3.33 percent had post graduate diploma. There was only one respondent who was educated upto middle school level.

Table 1: Distribution of the respondents by their personal variables (n=90)

S. No.	Personal variable	f/%
A.	Age	
	1. 18-30 yrs.	33(36.66)
	2. 31-45 yrs.	57(63.33)
	3. 46-60 yrs.	0
	4. Above yrs.	0
B.	Marital Status	
	1. Unmarried	24(26.66)
	2. Married	66(73.33)
	3. Widow	0
	4. Divorced	0
C.	Occupation	
	1. Artisan/craftsman	4(4.44)
	2. Farm labour	60(66.66)
	3. Farming	5(5.55)
	4. Business/Service	21(23.33)
D.	Education	
	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)

Caste: Data in Table 2 reveal that 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.

Family Structure: The table indicates that majority of the respondents (54.44%) were from joint family and rest of the respondents (44.55%) had nuclear family. Regarding size of

family, the table further reveals that 70 percent of the respondents belonged to medium size family, 26.66 percent had small size family and 3.33 percent belonged to large size family.

Organizational membership: Data in the table indicate that none of the respondents had organizational membership.

Table 2: Distribution of the respondents by their social variables (n=90)

S. No.	Social variable	f/%
A	Caste	
	1. Scheduled Caste	21(23.33)
	2. Scheduled tribe	60(66.66)
	3. Other backward	7(7.77)
	4. General caste	2(2.22)
B	Family structure	
	a) Family type	
	Nuclear	41(44.55)
	Joint	49(54.44)
	Family size	
	1. Small (upto 4)	24(26.66)
	2. Medium (upto 5-8)	63(70)
	3. Large (8 and above)	3(3.33)
C.	Organizational Membership	
	1. Member of formal organization	0
	2. Office bearer of formal organization	0
	3. Member of non-formal organization	0
	4. Office bearer of non-formal organization	0
	5. No membership	90(100)

Land Holding: Perusal of data in Table 3 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 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 3 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 3: Distribution of the respondents by their economic variables (n=90)

S. No.	Economic variable	f/%
A	Land holding	
	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)
B	5. Above 10 acres	1(1.11)
	Housing	
	1. Kutcha house	41(45.55)
	2. Mixed house	20(22.22)
C	3. Pucca house	29(32.22)
	Livestock ownership	
	1. Small herd size (1-3 milch animals)	51(56.66)
	2. Medium herd (4-6 milch animals)	32(35.55)
D	3. Large herd (more than 6 milch animals)	7(7.77)
	Dwelling for livestock	
	1. Open	62(68.88)
	2. Kutcha	20(22.22)
	3. Pucca	8(8.88)

Entrepreneurial Behavior of the 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. An effort was made to group the respondents based on their overall entrepreneurial behavior in three categories viz. Low, Medium and High. Table 4 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. The findings are parallel to the Bhati (2014) ^[1] and

Goswami (2021) ^[2]. They all reported that majority of the respondents had medium level of entrepreneurial behavior.

Table 4: Entrepreneurial behavior of the tribal women (n=90)

S. No.	Categories	f/%
1.	Low	25(27.8)
2.	Medium	39(43.3)
3.	High	26(28.9)

Association between Entrepreneurial Behaviour and Personal and Socio-Economic Characteristics of the Tribal Women

An effort was made to find out association between personal and socio-economic characteristics of the tribal women with their entrepreneurial behavior. This was determined by computing chi-square with all the possible factors and entrepreneurial behavior of the respondents. Results related to the factors associated with entrepreneurial behavior of the tribal women are presented in Table 3.

- 1. Age:** Age of the respondents was categorized in four categories i.e. 18-30 years, 31-45 years, 46-60 years and above 60 years. Table 4 clearly reflects that the calculated chi square value 1.826 is significant. Therefore, entrepreneurial behavior and age are associated with each other. Findings are in line with Sowmya *et al.* (2016) ^[11] who revealed that entrepreneurial behavior and age were associated with each other.
- 2. Marital Status:** The respondents were categorized into four categories i.e. unmarried, married, widow and divorced. Table 4 reveals that chi square value is 4.964 which is significant at 0.05 percent level of significance. It means that there was association between marital status and entrepreneurial behavior of the respondents.
- 3. Education:** Respondents were categorized in seven categories according to the education level i.e. illiterate, can read and write, primary school, middle school, high school, post metric diploma, graduate and above. It can be seen from the table that the calculated value (18.355.) is more than the tabulated value which is significant. Therefore, it is concluded that entrepreneurial behavior and education were associated with each other. The results are in consonance with Bhati (2014) ^[1] who reported similar findings.
- 4. Family type:** Family type was mainly classified into two categories i.e. nuclear and joint. Table 4 reveals that there was no association between entrepreneurial behavior and family type of the tribal women as the calculated value (0.590) is less than tabulated value. Jaiswal and Patel (2012) ^[3], Bhati, N.K. (2014) ^[1] and Goswami (2021) ^[2] reported similar findings regarding association between family type and entrepreneurial behavior.
- 5. Family size:** Family size was categorized into three as small family (upto 4 members), medium family (5-8 members) and large family (8 and more members). Findings reveal that there was no association between entrepreneurial behavior and family size as the calculated chi square value (2.838) is less than tabulated value which means that both variables are independent to each other. Findings are line with

Jaiswal and Patel (2012) ^[3], Bhati (2014) ^[1] and Goswami (2021) ^[2] who reported no association of family size with entrepreneurial behavior.

6. **Family Occupation:** Family Occupation was categorized into two categories i.e. main occupation and subsidiary occupation. Table 4 reveals the calculated chi square value (7.676) is more than tabulated value, which is significant. Therefore, it is concluded that entrepreneurial behavior and family occupation were associated with each other. Findings are in line with Sowmya *et al.* (2016) ^[11] who revealed that entrepreneurial behavior and family occupation were associated with each other.
7. **Land holding:** Respondents were categorized into five categories i.e. no land, 1.0-2.5 acres, 2.6 -5.0 acres, 5.1-10.0 acres, more than 10 acres. Table 3 indicates that the calculated chi square value (4.918) is more than tabulated value, which is significant. Therefore, it is concluded that entrepreneurial behavior and land holding were associated with each other. Findings are in line with Bhati (2014) ^[1] who revealed that entrepreneurial behavior and land holding were associated with each other.
8. **Housing:** Respondents were categorized into three categories i.e. kutch house, mixed house and pucca house. Table 4 indicates that the calculated chi square value (8.697) is more than tabulated value, which is significant. Therefore, it is concluded that entrepreneurial behavior and housing were associated with each other.
9. **Livestock ownership:** Findings reveal that there was no association between entrepreneurial behavior and livestock ownership as the calculated chi square value (2.829) is less than tabulated value which means that both variables are independent to each other Jaiswal and Patel (2012) ^[3] reported alike showing non significant association between livestock ownership and entrepreneurial behavior.
10. **Media Ownership:** Media Ownership was categorized into four categories i.e newspaper/magazines, phone, radio/transistor and television. Table 4 reveals the calculated chi square value (7.377) is more than tabulated value, which is significant. Therefore, it is concluded that entrepreneurial behavior and media ownership were associated with each other.
11. **Socio-economic status:** Socio-economic status was categorized into three categories i.e. low, medium and high. Table 4 reveals that calculated chi square value (11.049) is more than tabulated value, which is significant. Therefore, it is concluded that entrepreneurial behavior and socio-economic status were associated with each other. Findings are in line with Sowmya *et al.* (2016) ^[11] who revealed that entrepreneurial behavior and socio-economic status were associated with each other.
12. **Scientific orientation:** The association between scientific orientation was seen with their entrepreneurial behavior which was found to be non significant with chi square value 0.058.
13. **Economic motivation:** Findings reveal that there was no association between economic motivation and entrepreneurial behavior of the respondents as the chi

square value (0.096) was non significant.

14. **Market orientation:** The association between market orientation was seen with their entrepreneurial behavior. Table 5 portrays the non significant association as the chi square value 0.028.

The results are in contrast with the findings of Bhati (2014) ^[1] who found that Scientific orientation, Economic motivation and Market orientation were associated with entrepreneurial behaviour of rural women in dairying.

Table 5: Association between entrepreneurial behavior and personal and socio-economic characteristics of the respondents

S. No	Personal and socio-economic characteristics	Chi Square Values
1	Age	1.826*
2	Marital Status	4.964*
3	Education	18.355*
5	Family Type	0.590 NS
6	Family Size	2.839 NS
7	Family Occupation	7.676 *
8	Land Holding	4.918*
9	Housing	8.697*
10	Livestock Ownership	2.829 NS
11	Media Ownership	7.377*
12	Socio-economic status	11.049*
13	Scientific orientation	0.058 NS
14	Economic motivation	0.096 NS
15	Market orientation	0.028 NS

*Significant at 0.05 level of significance;

NS- Non significant.

Conclusion

On the basis of the findings it could be concluded that personal and socio-economic characteristics like age, education, marital status, family occupation, land holding, housing, media ownership and socio-economic status were found to be associated with the entrepreneurial behavior of the tribal women. Variables such as family type, family size, livestock ownership, scientific orientation, economic motivation and market orientation were not associated with the respondent's entrepreneurial behavior.

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