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A study on entrepreneurial behaviour of trained women entrepreneurs by awake NGO in Karnataka

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Abstract

In Modern era, women regarded as agent of economic, social growth and transformation. In India, 20.37 percent of women are Medium Small and Micro enterprise owners which account for 23.30 percent of the labor force. Association of women entrepreneurs of Karnataka (AWAKE) is the NGO in Karnataka exclusively working towards promotion of women entrepreneurs. Hence, NGO was purposefully selected. The respondents were selected by simple random sampling method and sample size was 60. An ex-post-facto research was carried out to know the entrepreneurial behaviour of trained women entrepreneurs in Karnataka. Using interview schedule data was collected from respondents. The results revealed that, less than half (43.33%) of the trained women entrepreneurs had medium level of entrepreneurial behaviour followed by high (35.00%) and low (21.67%). The entrepreneurial behaviour was studied under 10 components, among which most of the components like knowledge about the enterprise, information seeking behaviour, innovativeness, entrepreneurial coordinating ability, achievement motivation and cosmopolitanism. Majority of trained women had medium level of expertise. High in case of risk-taking, decision-making and leadership ability. It can be concluded that, the trained women by AWAKE NGO had medium to high level of entrepreneurial behaviour.

Keywords: Women entrepreneurs, entrepreneurial behaviour, AWAKE NGO

Introduction

In Modern era, women regarded as agents of economic, social growth and transformation. Women contribute 50.00-60.00 percent work force in Agriculture. Women participation as an entrepreneur is a growing trend in past decades. Education and vocational training of women helped them to emerge as entrepreneurs. In India, 20.37 percent of women are Medium Small and Micro enterprise owners which account for 23.30 percent of the labor force. "When a women or group of women embark on planning, initiating, organizing and managing their enterprise, they are termed as women entrepreneurs" (Suganthi, 2009). Economic independence brings changes in motivations levels, attitude, values, knowledge and skills of women, which in turn get translated in to confident empowered women. Empowerment strategies must start with enterprise building process among women and developing entrepreneurial skills. It has been reported by many research studies that entrepreneurs are not born but can be made over

a period of time. Through proper training modules and interventions, women entrepreneurs can be developed. This type of independence will bring about a shift in status of women in society.

Apart from the various government supported measures for the growth of entrepreneurship in general and women entrepreneurship in particular, post-reform period has seen the increase in participation of the NGOs for the development of entrepreneurship (Kumar, 2007) ^[1]. Some of the well-recognized NGOs in this regard are Federation of Indian Women Entrepreneurs (FIWE) is one such example in New Delhi, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP) and Association of Women Entrepreneurship Development (AWAKE) in Karnataka. AWAKE is the only well-known NGO in Karnataka with this regard. Hence, a research work is undertaken to study the entrepreneurial behaviour of trained women entrepreneurs by AWAKE NGO in Karnataka.

Methodology

Respondents in this study are the trained women entrepreneurs who had already taken training from AWAKE NGO and established enterprise by their own. Hence, an ex-post-facto research design is employed. AWAKE NGO is purposefully selected for the study because it is the only NGO very prominent in Karnataka helping in women empowerment through entrepreneurship. A separate list of urban and rural trained women entrepreneurs was prepared with the help of staff and members at NGO. Among which, respondents were selected by simple random sampling method. A total of 60 trained women entrepreneurs were selected. These respondents are scattered in almost all parts of Karnataka state like- Bengaluru, Davengere, Gadag, Kolar, Mysore, Raichur, Ramnagar, Tumkur, etc. A well-structured questionnaire was prepared after reviewing various literature and with the assistance of experts in the field for data collection. For which, the scale developed by Rodge and Borkar (2011) [3] and followed by Mertiya (2017) [2] was used with slight modification. The data was collected by observation, personal interview, focused group interview and telephonic interview method. The data collected was tabulated and analyzed with statistical tools like mean, SD, frequency and percentage, correlation and regression tools.

Results and Discussion

It is evident from Table 1 that, less than half (43.33%) of the

trained women entrepreneurs had medium level of entrepreneurial behaviour, followed by high (35.00%) and low (21.67%). The reasons for the above findings might be due to medium knowledge women had about an enterprise, information seeking behaviour, innovativeness, coordination ability and achievement motivation. The findings are on par with the readings of Singh (2020) [4].

Table 1: Distribution of trained women entrepreneurs by AWAKE NGO according to their overall entrepreneurial behaviour

Sl. No.	Characteristics category	Total (n=60)		
		f	F	%
1.	Low	07	13	21.67
2.	Medium	12	26	43.33
3.	High	11	21	35.00
		Mean=129.98 SD=9.24		

Components of entrepreneurial behaviour of trained women entrepreneurs by AWAKE NGO

It is evident from Table 2 that, half (50.00%) of the respondents had medium level of knowledge of the enterprise, followed by high (28.33%) and low (21.67%) level of knowledge about the enterprise. The reasons for the above finding might be the education level of respondents. Majority of the respondents are graduated and above who have all the basic knowledge but not completely. Hence, they fall in medium level of knowledge category.

Table 2: Distribution of the respondents according to their knowledge about the enterprise

Sl. No.	Components of entrepreneurial behaviour	Total (n=60)	
		f	%
1	Knowledge of the enterprise		
	Low	13	21.67
	Medium	30	50.00
	High	17	28.33
		Mean=06.55 SD=0.86	

f= Frequency, %= percent

In case of risk-taking ability, 38.33 percent had high risk-taking ability followed by medium (35.00%) and low (26.67%) level of risk bearing capacity (Table 3). The respondents maintain contact with AWAKE NGO, the trainings undergone, counselling and mentoring support provided might have increased the confidence of entrepreneurs, which had contributed for high risk orientation.

Table 3: Distribution of the respondents according to their risk bearing capacity

1	Risk taking ability	Total (n=60)	
		f	%
	Low	16	26.67
	Medium	21	35.00
	High	23	38.33
		Mean=19.67 SD=2.04	

f= Frequency, %= percent

With respect to decision making regarding enterprise, less than half (40.00%) of respondents had high decision making

ability followed by low (36.67%) and medium (23.33%) level of decision making ability. These results are tabulated in Table 4. The probable reason might be that, no complete information and awareness about enterprise affects the decision making ability.

Table 4: Distribution of the respondents according to their decision making ability

1	Decision making	Total (n=60)	
		f	%
	Low	22	36.67
	Medium	14	23.33
	High	24	40.00
		Mean=16.12 SD=3.50	

f= Frequency, %= percent

With concerned to information seeking behaviour, 38.33 percent of trained women entrepreneurs had medium level of information seeking behaviour followed by low (31.67%) and high (30.00%) level of information seeking behaviour. Social participation of the respondents may be the probable

reason for medium level of information seeking behaviour of respondents (Table 5).

Table 5: Distribution of the respondents based on their information seeking behaviour

1	Information seeking behaviour	Total (n=60)	
		f	%
	Low	19	31.67
	Medium	23	38.33
	High	18	30.00
		Mean=18.25 SD=1.31	

f= Frequency,%= percent

In terms of innovativeness, half (50.00%) of the respondents are having medium level of innovativeness followed by high (33.33%) and low (16.67%) level of innovativeness. The probable reason for this might be, majority of the respondents are in medium age group, graduate level of education makes them ready to try new things (Table 6).

Table 6: Distribution of the respondents according to their innovativeness

1	Innovativeness	Total (n=60)	
		f	%
	Low	10	16.67
	Medium	30	50.00
	High	20	33.33
		Mean=5.52 SD=2.38	

f= Frequency,%= percent

With concerned to leadership ability, three-fourth (75.00%) of the respondents had high leadership ability followed by one fourth (16.67%) having low. The probable reason might be the continuous contact with NGO, extension participation made them confident to face the situation. Hence, majority are having high leadership ability (Table 7).

Table 7: Distribution of the respondents according to their leadership ability

1	Leadership ability	Total (n=60)	
		f	%
	Low	15	25.00
	Medium	00	00.00
	High	45	75.00
		Mean=2.75 SD=0.44	

f= Frequency,%= percent

It could be observed that, in case entrepreneurial coordination ability, slightly more than half (53.33%) of the respondents had medium level of coordinating ability followed by 23.33 percent had both low and high level of entrepreneurial coordinating ability. The probable reason for this might be, medium level of knowledge the respondent had about the enterprise, information seeking behaviour, innovativeness and achievement motivation. These factors influenced on respondents in having medium coordinating ability.

Table 8: Distribution of the respondents according to their entrepreneurial coordinating ability

1	Entrepreneurial coordinating ability	Total (n=60)	
		f	%
	Low	14	23.33
	Medium	32	53.34
	High	14	23.33
		Mean=13.17 SD=2.86	

f= Frequency,%= percent

In terms of achievement motivation, majority (60.00%) had medium level of achievement motivation followed by high (21.67%) and low (18.33%) level of achievement motivation. Achievement motivation is the psychological variable which is influenced by support from family members, social condition, motivating factors or driving forces behind an entrepreneur. Influence of all these factors might resulted in medium level of achievement motivation (Table 9).

Table 9: Distribution of the respondents according to their achievement motivation

1	Achievement motivation	Total (n=60)	
		f	%
	Low	11	18.33
	Medium	36	60.00
	High	13	21.67
		Mean=31.13 SD=3.47	

f= Frequency,%= percent

With concerned to cosmopoliteness, less than half (43.34%) had low medium level of cosmopoliteness followed by low (38.33%) and high (18.33%) level of cosmopoliteness. The probable reason for this might be, the social contact, networking the respondents hold (Table 10).

Table 10: Distribution of the respondents according to their cosmopoliteness

1	Cosmopoliteness	Total (n=60)	
		f	%
	Low	23	38.33
	Medium	26	43.34
	High	11	18.33
		Mean=2.68 SD=0.60	

f= Frequency,%= percent

The analysis of the results in case of self-confidence revealed that, nearly half (45.00%) of respondents had high level of self-confidence followed by low (28.33%) and medium (26.67%) level of self-confidence. Training, mentoring, membership services provided by NGO and high level of leadership ability would have resulted in medium level of self-confidence (Table 11).

Table 11: Distribution of the respondents according to their self-confidence

1	Self-confidence	Total (n=60)	
		f	%
	Low	17	28.33
	Medium	16	26.67
	High	27	45.00
		Mean=13.85 SD=1.65	

f= Frequency,%= percent

Relationship of profile characters of women entrepreneurs with entrepreneurial behaviour

The statistical analysis on relationship between profile characteristics of women entrepreneurs with the entrepreneurial behaviour of women trained by AWAKE NGO shown in Table 12 reveals that, extension participation and training received had positive and significant relationship at 1 percent level significance with entrepreneurial behaviour of trained women entrepreneur by AWAKE NGO. While, education, extension contact, social participation and mass media utilization found to be positive and significantly related to entrepreneurial behaviour of

trained women entrepreneur by AWAKE NGO at 5 percent level of significance. Whereas, marital status, family type, family size, annual income and land holding showed non significance with entrepreneurial behaviour. In case of urban respondents, education and trainings received had shown positive and significant relationship with entrepreneurial behaviour at 1 percent level of significance. Whereas, family size, extension contact, extension participation, social participation and mass media utilization had shown positive and significant relationship with entrepreneurial behavior at 5 percent level of significance. The variables, marital status, family type, family size, annual income and land holding shown non significance with entrepreneurial behaviour. In case of rural respondents, education, extension participation, mass media utilization and trainings received had positive and significant relationship with entrepreneurial behaviour at 1 percent level of significance. Whereas, family type, family size, extension contact and social participation are positive and significant at 5 percent level of significance. The variables like marital status, annual income and land holding had non-significant relationship with entrepreneurial behaviour.

Table 12: Relationship between profile characteristics of trained women entrepreneurs with their entrepreneurial behaviour

Sl. No.	Variables	'r' value		
		Urban (n ₁ =30)	Rural (n ₂ =30)	Total (n=60)
1	Age	-0.17 ^{NS}	-0.82*	-0.12 ^{NS}
2	Education	0.23**	0.39*	0.31*
3	Marital status	0.11 ^{NS}	0.19 ^{NS}	0.89 ^{NS}
4	Family type	0.19 ^{NS}	0.34*	0.024 ^{NS}
5	Family size	0.36*	0.10*	0.17 ^{NS}
6	Annual income	0.15 ^{NS}	0.01 ^{NS}	0.84 ^{NS}
7	Land holding	0.05 ^{NS}	0.04 ^{NS}	0.68 ^{NS}
8	Extension contact	0.35*	0.21*	0.27*
9	Extension participation	0.29*	0.42**	0.39**
10	Social participation	0.25*	0.27*	0.25*
11	Mass media utilization	0.11*	0.25**	0.19*
12	Training undergone	0.317**	0.35**	0.32**

* Significant at 0.05 level of probability

** Significant at 0.01 level of probability

NS- Non significant

Regression of independent variables on the entrepreneurial behaviour of women entrepreneurs trained by AWAKE NGO

It is depicted in Table 13 that, extent of contribution made by the profile characteristics of women entrepreneurs trained by AWAKE NGO on entrepreneurial behaviour. The significant 'F' value at one percent level indicated that, all selected profile characteristics put together exerted significant influence on entrepreneurial behaviour. The coefficient of determination (R²) value 0.38 revealed that all the selected independent variables together contributed 38.00 percent variation in entrepreneurial behaviour of trained women entrepreneur. Further, the findings earmarked the highly significant contribution of extension contact and training undergone.

In case of urban respondents, the significant 'F' value at one

percent level of significance indicated that, all the selected profile characteristics put together exerted significant influence on entrepreneurial behaviour. The coefficient of determination (R²) value 0.36 revealed that all the selected independent variables together contribute 36.00 percent to entrepreneurial behaviour. The variables like family type and training undergone had highly significant contribution on entrepreneurial behaviour.

In case of rural respondents, the 'F' value is significant at five percent level of significance. The coefficient of determination (R²) value 0.694 revealed that selected independent variable together contribute 69.40 percent on the entrepreneurial behaviour. The variables like family type, extension contact, extension participation, social participation and training undergone had highly significant contribution on entrepreneurial behaviour.

Table 13: Regression of independent variables on entrepreneurial behaviour of women trained by AWAKE NGO

Sl. No.	Variables	Urban (n ₁ =30)		Rural (n ₂ =30)		Total (n=60)	
		Regression coefficient	't' value	Regression coefficient	't' value	Regression coefficient	't' value
1	Age	-0.204	-1.08 ^{NS}	-0.09	-0.50 ^{NS}	-0.19	-1.58 ^{NS}
2	Education	0.169	0.88 ^{NS}	-0.03	-0.19 ^{NS}	0.11	0.73 ^{NS}
3	Marital status	0.061	0.31 ^{NS}	-0.05	-0.93 ^{NS}	0.01	0.08 ^{NS}
4	Family type	0.128	0.67 ^{NS}	0.81	3.38**	0.63	1.60 ^{NS}
5	Family size	0.43	0.23 ^{NS}	-0.40	-1.59 ^{NS}	0.62	2.49*
6	Annual income	0.21	1.21 ^{NS}	0.29	1.72 ^{NS}	1.98	2.01*
7	Land holding	0.29	-0.15 ^{NS}	0.09	0.54 ^{NS}	-0.11	-0.70 ^{NS}
8	Extension contact	0.329	2.38*	0.34	3.02**	0.307	2.43*
9	Extension participation	0.238	2.90**	0.269	3.067**	0.24	2.50*
10	Social participation	0.72	3.37**	0.39	2.31*	0.32	2.62*
11	Mass media utilization	0.13	2.69**	1.99	1.30 ^{NS}	0.27	1.93*
12	Training undergone	0.258	2.38*	0.47	3.98**	0.26	2.63**
		R ² = 0.36 F= 4.36**		R ² = 0.694 F= 3.02*		R ² =0.38 F=2.47**	

* Significant at 0.05 level of probability

** Significant at 0.01 level of probability

NS- Non significant

Conclusion

In general, the trained women entrepreneurs by AWAKE NGO are had medium level of knowledge about the enterprise, information seeking behaviour, innovativeness, entrepreneurial coordinating ability and achievement motivation. They have high level of risk taking ability, decision making ability and leadership ability. Overall, they had medium to high level of entrepreneurial behaviour.

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