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# A study on entrepreneurial behaviour of farm women involved in tomato production in Kolar district

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**Abstract**
The study was conducted in Kolar district of five talukas namely Malur, Kolar, Mulbagal, Srinivaspur and Bangarpet to assess the entrepreneurial behaviour of farm women involved in tomato farming. The respondents were purposively selected, a sample size of 300 tomato growers were considered for the study. The data was analysed using frequency, mean, percentage and behavioural index. The results showed that the entrepreneurial behaviour index like economic motivation was found to be as high as 78.52 followed by leadership ability 76.15, decision making ability 73.24, confidence level 71.82, risk orientation 71.36 and the least management orientation 69.91. The study indicated that 42.67 percent of the tomato growers were having high category of entrepreneurial behaviour. Therefore this means that NGOs and Government sector should take initiative in organising training programmes to self-help groups (SHGs) and FPOs which would go a long way in empowering farm women to take up value addition of tomato as a group entrepreneurial activity. This would help to minimise the post-harvest losses and would also develop professionalism in their traditional life skills. Thereby encouraging rural women to enrol in various programmes which help them to gain knowledge and skill in all aspects and can take active part in implementation as well as dissemination of knowledge.

**Keywords:** Training programmes, value addition, professionalism and entrepreneurial behaviour

## Introduction
Women are actively involved in agriculture, horticulture, dairy, fishery, and agro based industries and contribute significantly more than men in the post-harvest process. Women handle more than 60% of the cutting, cleaning, grading, packing, manufacturing of bundles, etc. of veggies. Women have a significant role in moving harvests from the field to the storage facility. Women play a crucial role in managing homes and significantly contribute to agricultural production in rural parts of developing countries. However, the disparities between men and women make it difficult for women to reach their full potential.

Value addition of tomato is one of the most important income generating activities (IGAs) in alleviating poverty. High perishability of vegetables, lack of storage facilities, mechanical injury due to improper handling, packaging, transportation and microbial infection are major causes of post-harvest losses in tomatoes. If these losses could be minimized, the growers as well as the intermediaries of the marketing channel could get a better economic return.

Therefore it is necessary to assess the entrepreneurial behaviour of farm women involved in tomato production to overcome the problem of post-harvest losses of tomato in Kolar district which is a hub for tomato production.

## Materials and Methods
A random sampling method was used to select 60 respondents from each five taluks of Kolar district namely namely Malur, Kolar, Mulbagal, Srinivaspur and Bangarpet to form a sample of 300. The interview schedule was used to study the entrepreneurial behaviour of tomato growers who were involved in post-harvest activities of tomato. The data was collected from each respondents through home and farm visit. The data elicited was pooled and analysed using statistical tools.

## Results and Discussion

The entrepreneurial behaviour such as leadership ability, management orientation, confidence level, decision making ability, achievement motivation are presented through Garrate rank.

### 1. Distribution of respondents based on leadership ability

It is clearly stated from the table 1 that the overall leadership index among respondents found to be 76.15 percent. Based on the mean score calculated for each statement the rank was assigned, maximum (4.22) and minimum (3.07) mean score ranked 1to 8 ranks. The high level of leadership ability among farm women might be due to their enthusiasm to become financially sound and involvement in SHG also encourage to take lead in the activities. The findings were similar to the results of Gayathri *et al*. (2023) [2].

**Table 1:** Distribution of respondents based on leadership ability N=300

| S. No | Statements | Always | Most of the times | Some times | Rarely | Never | Index (%) | Mean score | Rank |
|---|---|---|---|---|---|---|---|---|---|
| 1 | I understand others feelings | 72 | 222 | 6 | 0 | 0 | 84.40 | 4.22 | I |
| 2 | I actively involve in group activities | 120 | 130 | 34 | 12 | 4 | 83.33 | 4.17 | II |
| 3 | I make immediate action and make things happen | 158 | 43 | 64 | 23 | 12 | 80.80 | 4.04 | III |
| 4 | I motivate others to take risks | 146 | 58 | 50 | 45 | 1 | 80.20 | 4.01 | IV |
| 5 | I will manage my co-workers | 123 | 58 | 82 | 26 | 11 | 77.07 | 3.85 | V |
| 6 | I am interested to involve in new ventures | 122 | 54 | 65 | 42 | 17 | 74.80 | 3.74 | VI |
| 7 | I am able to convince others | 54 | 64 | 128 | 43 | 11 | 67.13 | 3.36 | VII |
| 8 | I involve myself in challenging situation to learn new things | 56 | 78 | 58 | 78 | 0 | 61.47 | 3.07 | VIII |
| | Overall leadership index | 76.15 | | | | | | | |

### 2. Distribution of respondents based on management orientation

Table 2 shows the management orientation of the respondents, the overall management index was 69.91 percent. Respondents possessed maximum mean score of 3.95 and minimum score of 2.19 ranked 1 to 12 ranks. They were enthusiastic about training programmes to manage their income even during glut periods and thereby maintaining their standard of living. The findings are in agreement with Satish *et al*. (2017) [5].

**Table 2:** Distribution of respondents based on management orientation N=300

| S. No | Statements | Always | Most of the times | Some times | Rarely | Never | Mean score | Rank |
|---|---|---|---|---|---|---|---|---|
| 1 | I always think a new idea about the enterprise to be developed every year | 164 | 30 | 34 | 72 | 0 | 3.95 | I |
| 2 | I make assessment of raw materials needed for running the enterprise | 110 | 68 | 85 | 23 | 14 | 3.79 | II |
| 3 | I plan systematically to increase the production | 72 | 89 | 58 | 72 | 9 | 3.48 | III |
| 4 | I listens to others opinion | 26 | 110 | 60 | 100 | 4 | 3.18 | IV |
| 5 | I consider others skills | 46 | 110 | 6 | 101 | 37 | 3.09 | V |
| 6 | I always think of the cost involved in developing the enterprise | 20 | 116 | 0 | 164 | 0 | 2.97 | VI |
| 7 | I use the right amount of materials to maximise production | 6 | 65 | 130 | 99 | 0 | 2.93 | VII |
| 8 | I consult before experts before planning | 57 | 77 | 8 | 93 | 65 | 2.89 | VIII |
| 9 | I use raw materials as per the technical feasibility | 11 | 50 | 103 | 72 | 64 | 2.57 | IX |
| 10 | I use suitable raw materials for timely production | 34 | 38 | 58 | 78 | 92 | 2.48 | X |
| 11 | I make prior decisions about type of products to be developed | 30 | 100 | 0 | 6 | 164 | 2.42 | XI |
| 12 | I make use of market news for my enterprise | 18 | 54 | 58 | 6 | 164 | 2.19 | XII |
| | Overall management index (%) | 69.91 | | | | | | |

**3. Distribution of respondents based on decision making ability:** From Table 3 it could be found that the overall decision making ability is comparatively high with 73.24 percent. It is also indicated the mean score ranged from 4.29 to 2.81 and it was ranked 1 to 11 ranks. Majority of respondents were found to be high decision maker during price fluctuation this might be due to middle aged wants to innovate and enthusiastic to take decisions.

**Table 3:** Distribution of respondents based on decision making ability N=300

| S. No | Statements | Always | Most of the times | Some times | Rarely | Never | Mean score | Rank |
|---|---|---|---|---|---|---|---|---|
| 1 | I take decision according to situation | 172 | 59 | 57 | 8 | 4 | 4.29 | I |
| 2 | To take right decisions I explore information from other sources | 166 | 58 | 72 | 2 | 2 | 4.28 | II |
| 3 | I select the right shops for purchase of ingredients | 113 | 112 | 43 | 26 | 6 | 4.00 | III |
| 4 | I select the right market for right price | 97 | 100 | 63 | 30 | 10 | 3.81 | IV |
| 5 | I take initiative in any kind of situations | 68 | 136 | 43 | 39 | 14 | 3.68 | V |
| 6 | I grade the produce to get good price | 51 | 121 | 103 | 17 | 8 | 3.63 | VI |
| 7 | I think of possible options to complete a work | 107 | 58 | 78 | 25 | 32 | 3.61 | VII |
| 8 | I took for alternative solutions in difficult situations | 98 | 72 | 64 | 37 | 29 | 3.58 | VIII |
| 9 | I make effort in thinking and bringing ideas into reality. | 55 | 136 | 30 | 37 | 42 | 3.42 | IX |
| 10 | I select items for production which has market demand. | 52 | 57 | 90 | 92 | 9 | 3.17 | X |
| 11 | I take decisions only after careful analysis | 40 | 58 | 78 | 52 | 72 | 2.81 | XI |
| | Overall index | 73.24 | | | | | | |

**4. Distribution of respondents based on confidence level**

It could be found from the table 4 that the overall confidence index was 71.82 percent. The mean score of maximum 4.19 to minimum 3.12 was ranked 1 to 11. Majority of respondents were found to be high decision maker during price fluctuation this might be due to middle aged wants to innovate and enthusiastic to take decisions.

**Table 4:** Distribution of respondents based on confidence level N=300

| S. No | Statements | Always | Most of the times | Some times | Rarely | Never | Mean score | Rank |
|---|---|---|---|---|---|---|---|---|
| 1 | I accept challenges of a new project | 131 | 126 | 23 | 10 | 10 | 4.19 | I |
| 2 | I am persistent in my efforts to convert failures into success | 140 | 75 | 49 | 26 | 10 | 4.03 | II |
| 3 | I achieve higher goals than others | 134 | 60 | 64 | 38 | 4 | 3.94 | III |
| 4 | I am able to complete my work as per the schedule | 85 | 98 | 74 | 23 | 20 | 3.68 | IV |
| 5 | I am able to perform successfully | 113 | 64 | 42 | 47 | 34 | 3.58 | V |
| 6 | I make constant progress in work. | 92 | 68 | 59 | 47 | 34 | 3.46 | VI |
| 7 | I manage to solve difficult problems | 99 | 67 | 45 | 46 | 43 | 3.44 | VII |
| 8 | I accept failures positively for better future plan | 78 | 65 | 77 | 59 | 21 | 3.40 | VIII |
| 9 | I find new solution to problems | 79 | 90 | 44 | 38 | 49 | 3.37 | IX |
| 10 | I am interested to learn new skills | 60 | 78 | 72 | 65 | 25 | 3.28 | X |
| 11 | I have desire to improve myself | 64 | 68 | 48 | 80 | 40 | 3.12 | XI |
| | **Overall index** | **71.82** | | | | | | |

**5. Distribution of respondents based on economic motivation**

It could be stated from the table 5 that the overall economic motivation index was 78.52 percent. The maximum mean score of 4.36 to 3.33 mean score was ranked 1 to 10. The tomato growing farm women were economically motivated might be due to getting year round crop which increased their purchasing power, in recent years the very hike price may be motivated them to continue in the same area of cultivation.

**Table 5:** Distribution of respondents based on economic motivation N=300

| S. No | Statements | Always | Most of the times | Some times | Rarely | Never | Mean score | Rank |
|---|---|---|---|---|---|---|---|---|
| 1 | I have adequate knowledge about finance | 168 | 87 | 35 | 4 | 6 | 4.36 | I |
| 2 | I can get financial assistance from my family | 164 | 72 | 55 | 5 | 4 | 4.29 | II |
| 3 | I can adequately utilize money | 158 | 64 | 57 | 13 | 8 | 4.17 | III |
| 4 | I have adequate guidance and training | 155 | 63 | 36 | 28 | 18 | 4.03 | IV |
| 5 | I can get timely availability of loan from the bank | 136 | 72 | 58 | 23 | 11 | 4.00 | V |
| 6 | I get assistance from government initiatives by funding of loans and granting of subsidies | 135 | 77 | 35 | 22 | 31 | 3.88 | VI |
| 7 | I have control over money | 129 | 55 | 57 | 46 | 13 | 3.80 | VII |
| 8 | I have personal income | 120 | 69 | 56 | 35 | 20 | 3.78 | VIII |
| 9 | I have got adequate information on changing markets | 127 | 47 | 55 | 28 | 43 | 3.62 | IX |
| 10 | I have healthy competition | 125 | 17 | 36 | 77 | 45 | 3.33 | X |
| | Overall index | 78.52 | | | | | | |

**6. Distribution of respondents based on risk orientation**

From Table 6 it could be found that the overall risk orientation is comparatively high with 71.36 percent. The maximum mean score 3.82 and minimum mean score 3.09 was ranked 1 to 11.

It might be due to inability of respondents under small and marginal land holding category to face risk and low exposure to value added training programmes add to this, the high fluctuation in prices of tomatoes categorised under medium level risk.

**Table 6:** Distribution of respondents based on risk orientation N=300

| SI. No | Statements | Always | Most of the times | Some Times | Rarely | Never | Mean score | Rank |
|---|---|---|---|---|---|---|---|---|
| 1. | I feel secured | 77 | 65 | 103 | 44 | 11 | 3.82 | I |
| 2. | I feel I am independent | 68 | 50 | 64 | 78 | 40 | 3.78 | II |
| 3. | I am interested in IG activities | 99 | 69 | 75 | 47 | 10 | 3.75 | III |
| 4. | I feel value addition minimises risks of uncertainty | 108 | 67 | 79 | 43 | 3 | 3.72 | IV |
| 5. | I prefer to use modern value addition practices | 109 | 69 | 97 | 10 | 15 | 3.68 | V |
| 6. | I try to to take risks when I know the chances of success are fairly high | 99 | 64 | 43 | 66 | 28 | 3.67 | VI |
| 7. | I feel not to try new value addition practices, unless others have used | 99 | 85 | 65 | 23 | 28 | 3.51 | VII |
| 8. | I try new methods on my own risk | 87 | 47 | 55 | 89 | 22 | 3.47 | VIII |
| 9. | I feel trying an entirely new practices of processing is risky, but it is worth taking | 91 | 88 | 79 | 29 | 13 | 3.47 | IX |
| 10. | I will overcome the emergencies | 99 | 64 | 43 | 66 | 28 | 3.29 | X |
| 11. | I utilize skills & resources of the family in better way | 83 | 98 | 89 | 22 | 8 | 3.09 | XI |
| | Overall index | 71.36 | | | | | | |

Data from table 7 shows that 42.67 percent of the respondents were found under high category of entrepreneurial behaviour followed by 33.33 percent under medium and 24.00 percent under low category. This indicates that respondents had high economic motivation to adopt new technologies related tomato value addition to overcome the problem of price fluctuation in tomato crop. Therefore they can increase their income thereby enhancing their standard of living.

**Table 7:** Overall distribution of respondents based on entrepreneurial behaviour N=300

| Respondents | | |
|---|---|---|
| **Categories** | **f** | **%** |
| Low (< 110.46) | 72 | 24.00 |
| Medium (110.50 to 144.46) | 100 | 33.33 |
| High (> 144.47) | 128 | 42.67 |
| Mean =127.46, SD=54.41 | | |

F-Frequency % -Percentage

## Conclusion

Moreover, year-round supply of processed food items, value addition and enhanced family income cannot be attained if the rural women do not get the necessary scope to demonstrate their contribution in post-harvest activities. Therefore, efforts should be made to increase the entrepreneurial behaviour among farm women through intensive training programmes for socio economic upliftment of the farm women involved in tomato production.

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