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CHALLENGING TRAITS OF WOMEN AGROPRENEURS

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Abstract

Women are expected to innovate, imitate or adopt an economic activity to be called women entrepreneurs. To organize and manage an enterprise, especially a business, usually with considerable initiative and risk, women entrepreneurs need to undertake various challenges. The emergence of entrepreneurs in a society depends to a great extent, on the economic, social, religious, cultural and psychological factors prevailing in the society. The present study deals with the challenging traits of 240 women agropreneurs who established their enterprises in Kanyakumari district. The researcher used ANOVA and Cronbach's Alpha to test the reliability of the 22 statements relating to Challenging Traits of Women Agropreneurs and 20 statements relating to Risk Bearing Traits of Women Agropreneurs. ANOVA test and t test are used to find the significance and weightage of the statements under study. The analysis were carried out with the help of SPSS. The current study highlights the fact that the women agropreneurs are willing to do something even when other people laugh, have a good network of friends, professionals, and business acquaintances and are willing to accept both financial and career risks when necessary. Further from the analysis it is concluded that the women agropreneurs are ready to take risk by looking for suitable methods and techniques to provide success and are willing to put in a great effort to learn something new. They are least bothered about challenging old ideas and applications and seek better ones. Proper networking and technology adoption will help the women agropreneurs to tackle challenges and become successful in their ventures.

Keywords: Agropreneurs, Challenges, Risks, Traits, Women

Introduction

The term “women entrepreneur” deals with that section of the female population who venture out into industrial activities that is manufacturing, assembling, job works, repairs/servicing and other businesses. Women are expected to innovate, imitate or adopt an economic activity to be called women entrepreneurs. The emergence of entrepreneurs in a society depends to a great extent, on the economic, social, religious, cultural and psychological factors prevailing in the society. Women in India have to face a lot of issues. They have to go through gender **discrimination**, harassment, sexual abuse, lack of education, dowry-related harassment, gender pay gap and much more. To organize and manage an enterprise, especially a business, usually with considerable initiative and risk, women entrepreneurs need to undertake various challenges. An urge to balance the work and family life, a search for stable work, and an intention to take advantage of a discovered market niche were identified as main motivators. Women entrepreneurs are the key players in any developed country particularly in terms of their contribution to the economic development. In recent years, even among the developing countries women’s role in terms of their share in small business has been increasing. Women entrepreneur movement has taken off the ground and it is felt the movement has gained momentum and is in the transition period. They are growing as designers, interior designers, exporters, publishers, textile and garment owners and always looking for new modes of economic participation. They have better access to local and foreign markets. Women in general and women entrepreneurs in particular play a major role in the economic development of the nation. Agropreneurs are those who involved in agriculture business. In this background, the present is carried out to analyse the challenging traits of women agropreneurs in Kanyakumari District.

Review of Literature

The entrepreneurial potential of women has been acknowledged as governments seek to accelerate economic growth and to attract more

women towards new venturing (Singh and Belwal, 2008;). According to Brush and Cooper (2012) women businesses is one of the fastest growing entrepreneurial populations in the world. They make significant contributions to innovation, employment and wealth creation in all economies. Women have been consistently launching new enterprises at twice the rate of men, and their growth rate of employment and revenue has outpaced the economy (Heilman and Chen, 2003). Low level risk taking attitude is another factor affecting women folk decision to get into business. According to Yordanova (2011) risk taking is a key factor that influences an entrepreneur's willingness to tap the physical, material, financial and intangible resources necessary for the firm growth. Low level education provides low level confidence and self-reliance to the women folk to engage in business which is continuous risk taking. Investing money, maintaining the operations and ploughing back money for surplus generation requires high risk taking attitude, courage and confidence. As cited by Robinson (2007) women may also, on average, be more risk averse (Cooper, 1993) and less concerned with financial gain (Rosa et al., 1994; Brush, 1992). Thus it is assumed that women businesses do not grow because women are not risk takers, a characteristic which is key for successful entrepreneurship. Lall & Sahai, (2008), conduct a comparative assessment of multi-dimensional issues & challenges of women entrepreneurship & family business. The study identified Psychographic variables like degree of commitment, entrepreneurial challenges and future plan for expansion, based on demographic variables. Through stratified random sampling & convenience sampling the data have been collected from women entrepreneurs working in urban area of Lucknow. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business.

Research Gap: The previous studies shows that the women have come forward to do jobs and start new enterprises in par and above men. The women face many challenges and are ready to take risks of all sorts. Previous studies pinpointed that though, there has been considerable

growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business. The current study tries to evaluate the challenging traits which are inherent among the women Agropreneurs.

Methodology: The present study deals with the personality traits of 240 women agropreneurs who established their enterprises in Kanyakumari district. The sample respondents were chosen by proportionate random sampling technique and the data were gathered with the help of an Interview Schedule. The researcher used ANOVA and Cronbach's Alpha to test the reliability of the 22 statements relating to Challenging Traits of Women Agropreneurs and 20 statements relating to Risk Bearing Traits of Women Agropreneurs. ANOVA test and t test are used to find the significance and weightage of the statements under study. The analysis were carried out with the help of SPSS.

Challenging Traits of Women Agropreneurs

The challenges and opportunities for women in the digital age are growing, as job seekers turn to job creators. The web-dominated world has become a boon for the homemakers who are productively using their free time and could make decent earnings without getting out of their homes. Some of them are self-satisfied with whatever they achieve while there are few who yearn to become successful in their chosen field. Women are actively involved in diverse activities, either within the home or outside. They make up half of the potential human capital in any economy. The involvement of women in agriculture does not relate only to cultivation activities. Today, more women are actively involved in agriculture-based activities related to entrepreneurship.

H₀: There is no significant difference among Challenging Traits of Women Agropreneurs

Table 1 Test of Reliability for the Challenging Traits of Women Agropreneurs

Items	Sum of Squares	df	Mean Square	F	Sig
Between People	2612.666	239	10.932		

Within People	Between Items	42.243	21	2.012	3.350	.000
	Residual	3013.484	5019	.600		
	Total	3055.727	5040	.606		
Grand Total		5668.393	5279	1.074		
Reliability Statistics						
Cronbach's Alpha		.945				
N of Items		22				
Grand Mean = 3.40						

Source: Derived

The reliability statistics for the Challenging Traits of Women Agropreneurs reveal that the Sum of Squares between People is 2612.666 and Between Items is 42.243 and the Mean Square between People is 10.932 and Between Items is 2.012. The value of F (239, 21): 3.350 with the p-value of 0.000, which is below the value of 0.05 and hence the statements are taken for Challenging traits are statistically significant. The grand means is 3.40 and the Cronbach's Alpha value stood at .971, depicting high reliability of the statements for further statistical analysis.

Table 2 ANOVA Test for the Challenging Traits of Women Agropreneurs

ANOVA						
Statements		Sum of Squares	df	Mean Square	F	Sig.
I am not afraid of trying those things I haven't tried until now	Between Groups	46.10	4	11.52	14.11	.000
	Within Groups	191.89	235	0.82		
	Total	237.98	239			
I feel the energy to do different businesses	Between Groups	90.84	4	22.71	26.15	.000
	Within Groups	204.10	235	0.87		
	Total	294.93	239			
I create environments to use my abilities	Between Groups	65.30	4	16.33	15.15	.000
	Within Groups	253.30	235	1.08		
	Total	318.60	239			
I like to work on which give the opportunity of new experiences	Between Groups	32.72	4	8.18	9.11	.000
	Within Groups	211.02	235	0.90		
	Total	243.73	239			
I like to challenge the old ideas and applications and seek better ones	Between Groups	28.83	4	7.21	7.18	.000
	Within Groups	235.90	235	1.00		

	Total	264.73	239			
I engage in the project and businesses which provide a new perspective	Between Groups	51.37	4	12.84	13.44	.000
	Within Groups	224.56	235	0.96		
	Total	275.93	239			
I generally trust myself to carry out my plans	Between Groups	61.81	4	15.45	25.98	.000
	Within Groups	139.79	235	0.60		
	Total	201.60	239			
I have no problem orientating myself to a new environment or applications	Between Groups	80.51	4	20.13	18.66	.000
	Within Groups	253.48	235	1.08		
	Total	333.98	239			
I am not afraid of making a mistake in a subject upon which I am working	Between Groups	40.96	4	10.24	12.36	.000
	Within Groups	194.77	235	0.83		
	Total	235.73	239			
I can bear any risk in my job	Between Groups	33.92	4	8.48	9.94	.000
	Within Groups	200.48	235	0.85		
	Total	234.40	239			
I am looking for suitable methods and techniques to provide success	Between Groups	173.63	4	43.41	108.26	.000
	Within Groups	94.23	235	0.40		
	Total	267.85	239			
I can work together with a person or a team	Between Groups	73.75	4	18.44	27.66	.000
	Within Groups	156.65	235	0.67		
	Total	230.40	239			
I can take effective decisions regarding business in the future	Between Groups	58.96	4	14.74	19.60	.000
	Within Groups	176.77	235	0.75		
	Total	235.73	239			
My motivation and tendency towards different businesses are strong	Between Groups	31.03	4	7.76	9.94	.000
	Within Groups	183.31	235	0.78		
	Total	214.33	239			
I try new methods which have never been used by someone else in my work	Between Groups	104.03	4	26.01	30.09	.000
	Within Groups	203.15	235	0.86		
	Total	307.18	239			
I can take effective decisions regarding business	Between Groups	42.64	4	10.66	9.79	.000
	Within Groups	255.96	235	1.09		
	Total	298.60	239			
I desire and pursue success	Between Groups	43.48	4	10.87	13.41	.000
	Within Groups	190.51	235	0.81		
	Total	233.98	239			
I attribute success or failure to myself rather than to others and circumstances	Between Groups	66.58	4	16.65	24.89	.000
	Within Groups	157.15	235	0.67		
	Total	223.73	239			
I enjoy completing tasks	Between Groups	72.76	4	18.19	30.44	.000

	Within Groups	140.42	235	0.60		
	Total	213.18	239			
I return to uncompleted tasks and finish them	Between Groups	47.57	4	11.89	16.75	.000
	Within Groups	166.83	235	0.71		
	Total	214.40	239			
I put in a great effort to learn something new	Between Groups	102.78	4	25.69	31.26	.000
	Within Groups	193.16	235	0.82		
	Total	295.933	239			

Source: Primary Data

The statement I am looking for suitable methods and techniques to provide success has the highest score (108.26) which is followed by I put in a great effort to learn something new (31.26), I enjoy completing tasks (30.44), I try new methods which have never been used by someone else in my work (30.09), I can work together with a person or a team (27.66), I feel the energy to do different businesses (26.15), I generally trust myself to carry out my plans (25.98), I attribute success or failure to myself rather than to others and circumstances (24.89), I can take effective decisions regarding business in the future (19.60), I have no problem orientating myself to a new environment or applications (18.66), I return to uncompleted tasks and finish them (16.75), I create environments to use my abilities (15.15), I am not afraid of trying those things I haven't tried until now (14.11), I engage in the project and businesses which provide a new perspective (13.44), I desire and pursue success (13.41), I am not afraid of making a mistake in a subject upon which I am working (12.36), I can bear any risk in my job (9.94), My motivation and tendency towards different businesses are strong (9.94), I can take effective decisions regarding business (9.79) and I like to challenge the old ideas and applications and seek better ones (7.18). All the statements are statistically significant as the p values are 0.000, which is less than the standard value of 0.05. From the above analysis it is concluded that the women agropreneurs are ready to take risk by looking for suitable methods and techniques to provide success and are willing to put in a great effort to learn something new. They are least bothered about challenging old ideas and applications and seek better ones.

Risk Bearing Traits of Women Agropreneurs

Risk refers to the possibility or chance of meeting danger, suffering, loss, injury, or exposure to adversity or danger. Entrepreneurship is a process in which the entrepreneur establishes new jobs and firms, new Creative and growing organizations associated with risk-taking by new and creative ideas and entrepreneurship identification of the new opportunities and resources mobilization. Producers of agricultural products constantly faced with risk. Some risks are known in advance, while other risks may come as a surprise. "Risk management" is a title used with increasing frequency as producers consider tools that may reduce or even eliminate their vulnerability to risk. Risk attitudes are more a measure of personal management styles. The risk-averse individual will sacrifice some level of expected return to reduce the possibility of a loss. Risk-preferring individuals are more adventuresome and will select alternatives with some probability of higher income. Risk-neutral individuals are not concerned with losses, nor are they determined to achieve the highest outcome. To evaluate the risk-bearing traits of women agropreneurs, the author has taken twenty statements related to risk and the responses given by the sample respondents in five-point scales are being discussed and analysed as below.

H₀: There is no significant difference among Risk Bearing Traits of Women Agropreneurs

Table 3 Test of Reliability for the Risk Bearing Traits of Women Agropreneurs

Items		Sum of Squares	df	Mean Square	F	Sig
Between People		1786.899	239	7.477	4.079	.000
Within People	Between Items	44.049	19	2.318		
	Residual	2580.651	4541	.568		
	Total	2624.700	4560	.576		
Total		4411.599	4799	.919		
Reliability Statistics						
Cronbach's Alpha		.924				
N of Items		20				

Grand Mean = 3.41

Source: Derived

The reliability statistics for the Risk bearing Traits of Women Agropreneurs reveals that the Sum of Squares between People is 1786.899 and Between Items is 44.049 and the Mean Square between People is 7.477 and Between Items is 2.318. The value of F (239, 19): 4.079 with the p-value of 0.000, which is below the value of 0.05 and hence the statements taken for Risk bearing traits are statistically significant. The grand means is 3.41 and the Cronbach's Alpha value stood at .924, depicting high reliability of the statements for further statistical analysis.

Table 4 t test for the Risk Bearing Traits of Women Agropreneurs

Statements	t	Sig.	Mean	SD	95% Confidence Interval	
					Lower	Upper
					I am willing to do something even when other people laugh or belittle me for doing it.	66.77
I have a good network of friends, professionals, and business acquaintances	66.40	.000	3.46	0.81	3.36	3.56
I am willing to accept both financial and career risks when necessary	61.95	.000	3.51	0.88	3.4	3.62
People trust me and consider me honest and reliable	59.86	.000	3.41	0.88	3.3	3.52
I believe that I am primarily responsible for my own successes and failures	59.55	.000	3.38	0.88	3.26	3.49
I am willing to work 50 hours or more per week regularly	58.20	.000	3.43	0.91	3.31	3.54
I would experience more financial success by operating my own business	56.72	.000	3.44	0.94	3.32	3.56
I don't need all the fringe benefits provided by conventional employment	56.14	.000	3.51	0.97	3.39	3.63

I feel a great deal of pride when I complete a project successfully	55.29	.000	3.35	0.94	3.23	3.47
I have a high energy level that can be maintained over a long time	55.14	.000	3.48	0.98	3.35	3.6
I always try to complete every project I start, regardless of obstacles and difficulties	54.94	.000	3.28	0.92	3.16	3.39
I have a good understanding of how to manage a business	53.78	.000	3.35	0.97	3.23	3.47
One or both of my parents were entrepreneurs	53.28	.000	3.40	0.99	3.27	3.53
I would like to take full responsibility for the successes and failures of my business.	52.96	.000	3.29	0.96	3.17	3.41
I can make decisions quickly	52.03	.000	3.48	1.03	3.34	3.61
I enjoy controlling my own work assignments & making all decisions affecting my work.	51.63	.000	3.48	1.04	3.34	3.61
I can function in ambiguous situations	51.23	.000	3.55	1.07	3.41	3.69
My family will support my going into business	50.35	.000	3.40	1.05	3.27	3.53
I believe that my abilities and skills are greater than those of most of my co-workers	50.31	.000	3.29	1.01	3.16	3.42
I have a strong desire to achieve positive results even when it requires a great deal of additional effort	49.64	.000	3.21	1.00	3.08	3.34

Source: Primary Data

As per the t test, it is noted that I am willing to do something even when other people laugh or belittle me for doing it ranks first with the highest score of 66.77 which is closely followed by I have a good network of friends, professionals, and business acquaintances (66.40), I am willing to accept both financial and career risks when necessary (61.95), People trust me and consider me honest and reliable (59.86), I believe that I am primarily responsible for my own successes and failures (59.55), I am willing to work 50 hours or more per week regularly (58.20), I would experience more financial success by operating my own business (56.72), I

don't need all the fringe benefits provided by conventional employment (56.14), and I feel a great deal of pride when I complete a project successfully (55.29). The mean is high for I am willing to do something even when other people laugh or belittle me for doing it (3.59) and is low for I have a strong desire to achieve positive results even when it requires a great deal of additional effort (3.21), the standard deviation is high for I can function in ambiguous situations (1.07) and is low for I have a good network of friends, professionals, and business acquaintances (0.81). Hence it is ascertained that the women agropreneurs are willing to do something even when other people laugh, have a good network of friends, professionals, and business acquaintances and are willing to accept both financial and career risks when necessary.

Conclusion

The desire refers to the willingness to take risk and ability to the proficiency in planning, making forecast, estimates and calculations. The modern world women has been able to overcome the hurdle of society's perception of considering them to be confined to the four walls of the house or viewing them as weak entrepreneurs caught up in limited business area such as papad making, pickle preparation food items, paintings, handicrafts and so on. They have been able for show a remarkable shift from these small entrepreneurs at ventures to modern technology-based business ventures. The current study highlights the fact that the women agropreneurs are willing to do something even when other people laugh, have a good network of friends, professionals, and business acquaintances and are willing to accept both financial and career risks when necessary. Further from the analysis it is concluded that the women agropreneurs are ready to take risk by looking for suitable methods and techniques to provide success and are willing to put in a great effort to learn something new. They are least bothered about challenging old ideas and applications and seek better ones. Proper networking and technology adoption will help the women agropreneurs to tackle challenges and become successful in their ventures.

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