

# Entrepreneurial Behaviour of Rural Women in Tripura

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**Abstract**—Women have a unique position in the society. Real development cannot take place if it bypasses women, who not only represent one half of a country's population but also the kernels around which societal revolution take place. Entrepreneurship is considered to be one of the most important factors contributing towards the development of the society. The term "Women Entrepreneurship" mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society. Women's participation in trade, industry and commerce is still very poor, mainly because of the problems associated with their gender roles. Therefore, promotion of entrepreneurship and economic empowerment of women poses a challenge to the government, funding agencies and non-government organizations. Entrepreneurship enhances financial independence and self esteem of women. So, with this background the study has been conducted to know the entrepreneurial behaviour of rural women of Tripura in 2016. As Tripura is one of the major Bamboo growing state in India and bamboo based enterprises providing self employment to many rural women, two important enterprises viz. basket and mat based product has been selected purposively for the study. From both of these two enterprises total 80 respondents have been selected. Result shows that 58.75 percent women have medium level of entrepreneurial behaviour followed by 25 percent have lower and 16.25 percent have higher level of entrepreneurial behaviour. Study also indicated that expenditure, annual income, credit orientation, extension participation, mass media participation have positive significant relationship with entrepreneurial behaviour at 1 % level of significance whereas level of aspiration has positive significant relationship at 5% level of significance. So, to promote women entrepreneurship Govt. should take initiative through providing financial support, impart various training programme, marketing support etc. to make their more involvement in development and improve their socio-economic condition.

**Keywords:** Entrepreneurial behaviour, rural women.