



## RESEARCH ARTICLE

### MANAGERIAL ROLE OF FARM WOMEN IN CHITTOOR DISTRICT OF ANDHRA PRADESH

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#### ABSTRACT

The study was conducted with an Ex-post facto research design in four mandals of Chittoor district of Andhra Pradesh with a sample of 120 randomly selected farm women to know their managerial role. It revealed that majority of the respondents were under medium managerial role category. The components of managerial role like planning ability, organizing ability, supervision ability, communication ability, coordination ability and controlling ability were found to be in the medium category respectively.

## INTRODUCTION

Historians believe that it was women who first domesticated crop plants and there by initiated the art and science of farming. Involvement of women in farming has been on rise in recent years. Most of the decisions regarding selection of seed, use of resources such as land, labor and input allocation, marketing, storage etc. are taken by women themselves or jointly with their husband or family members. It is understood that women's responsibility in agriculture is far more than male because of their involvement in multifarious activities. Despite their great involvement in Indian agriculture with three fold responsibility of home, agriculture and livestock management, they remain most downtrodden and oppressed seeking recognition and reward for their effort. The women should be empowered to improve their managerial role for getting better and quality yields. With this back ground, the present study was conducted to study the managerial role of farm women.

## MATERIALS AND METHODS

The study was conducted with an ex-post-facto research design to access profile characteristics of farm women in Chittoor district of Andhra Pradesh which was purposively selected for the study because maximum number of farm women were involved in agricultural operations.

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Chittoor district was also selected as the researcher hails from the same area and had the familiarity with social conditions, local language and culture of the people. Chittoor district comprises of 66 mandals out of which four mandals namely Ramachandrapuram, Vadamalapeta, Puttur and GD Nellore were purposively selected for the study based on highest number of woman farmers. From each of the selected mandals, two villages were selected based on random sampling procedure. Thus, totally eight villages were selected for the study. A total sample of 120 respondents were selected by selecting 15 woman farmers from each village through simple random sampling procedure. Keeping the objectives of the study in view, a structured interview schedule was developed and pretested. This was administered to sample respondents through personal investigation. The data obtained were coded, classified and tabulated. Finally statistical tools such as arithmetic mean, standard deviation, frequency and percentage were used for the analysis of the data, so that the findings could be meaningfully interpreted and conclusions drawn. The dependent variable managerial role was operationally defined as the role of women in the management of farm activities i.e. in planning, organizing, supervision, communication, coordination and controlling the farm activities. To find out the managerial role of farm women, a scale developed by Shilpa (2001) was used for the study. Twenty nine items were incorporated under six managerial functions. Each item of the schedule was rated on 5 point continuum namely always, frequently, sometimes, rarely and never with weight ages of 5, 4, 3, 2, and 1, respectively.

## RESULTS AND DISCUSSION

It is clear from the Table 1, that majority (55.00%) of the respondents were having medium managerial role followed by high (23.33%) and low (21.67%) levels respectively. Most of the farm women had medium to high managerial role. The probable reason for this trend might be that they are middle aged, had education up to high school, had medium mass media exposure and participated in agricultural activities, hence there is a scope to increase the farm women participation and their level of farm management.

Women were consulted more in agricultural decisions with regard to marketing, usage and storage, getting credit and its repayment, weeding, harvesting and buying of equipment etc. Their participation in matters like adoption of practices and farm credit was found to be supportive in nature. Farm women participation was found to be better in managerial roles like planning, organizing, coordination and control of agricultural activities. The result was in line with the findings of Sreedevi (1996) and Sreenivasulu and Punnarao (2005). It is clear from the Table 2, that 44.17 per cent of the respondents were having medium planning ability followed by high (39.16%) and low (16.67%) levels respectively.

**Table 1. Distribution of respondents according to their extent of managerial role of farmwomen**

(n=120)			
S.No.	Category	Frequency	Percentage
1.	Low	26	21.67
2.	Medium	66	55.00
3.	High	28	23.33
Total		120	100.00

**Table 2. Distribution of respondents according to their level of planning ability**

(n=120)			
S.No.	Category	Frequency	Percentage
1.	Low	20	16.67
2.	Medium	53	44.17
3.	High	47	39.16
Total		120	100.00

**Table 3. Distribution of respondents according to their level of organizing ability**

(n=120)			
S.No.	Category	Frequency	Percentage
1.	Low	27	22.50
2.	Medium	67	55.83
3.	High	26	21.67
Total		120	100.00

The reason for the above trend might be that most of the farm women were literate and were efficient in making decisions about the activities to be done in advance in order to achieve good production in the farm and planning various agricultural operations and continuous supervision from their husbands might have helped them in having medium to high level of planning ability. The finding was in conformity with the findings of Sreedevi (1996) and Bhagyalakshmi (2002).

**Table 4. Distribution of respondents according to their level of supervision ability**

(n=120)			
S.No.	Category	Frequency	Percentage
1.	Low	25	20.83
2.	Medium	79	65.83
3.	High	16	13.34
Total		120	100.00

**Table 5. Distribution of respondents according to their level of communication ability**

(n=120)			
S.No.	Category	Frequency	Percentage
1.	Low	26	21.67
2.	Medium	50	41.66
3.	High	44	36.67
Total		120	100.00

It is clear from the Table 3 that majority (55.83%) of the respondents were having medium organizing ability followed by low (22.50%) and high (21.67%) levels respectively. Organizing was the arrangement of farm work into units, assigning the work based on priorities and arranging the inputs timely might be the probable reason for medium level of organizing ability. Educating farm women would make them to better their level of extension contact and mass media exposure. The result was in line with the findings of Sreedevi (1996) and Bhagyalakshmi (2002). It is clear from the Table 4 that majority (65.83%) of the respondents were having medium supervision ability followed by low (20.83%) and high (13.34%) levels respectively. The probable reason for this trend might be that most of the farm women were involved in many agricultural operations without the need for any external supervision. The result was in conformity with the findings of Sreedevi (1996) and Bhagyalakshmi (2002).

**Table 6. Distribution of respondents according to their level of coordination ability**

(n=120)			
S.No.	Category	Frequency	Percentage
1.	Low	33	27.50
2.	Medium	54	45.00
3.	High	33	27.50
Total		120	100.00

**Table 7. Distribution of respondents according to their level of controlling ability**

(n=120)			
S.No.	Category	Frequency	Percentage
1.	Low	35	29.17
2.	Medium	52	43.33
3.	High	33	27.50
Total		120	100.00

It is clear from the Table 5 that 41.66 per cent of the respondents were having medium communication ability followed by high (36.67%) and low (21.67%) levels respectively. The reason for medium to high communication ability might be due to the fact that most of the farm women were educated up to high school and were getting information through different sources. The result is in line with the findings of Sreedevi (1996) and Deshmukh and Chole (2003). It is clear from the Table 6 that 45 per cent of the respondents were

having medium coordination ability followed by low and high levels with equal percentage (27.50%). The probable reason for medium coordination ability was due to the fact that most of the agricultural operations have to be properly organized, planned and synchronized in the season which was effectively performed by the farm women. The result was in conformity with the findings of Sreedevi (1996) and Paul (1998). It is clear from the Table 7 that 43.33 per cent of the respondents were having medium controlling ability followed by low (29.17%) and high (27.50%) levels respectively. Most of the farm women had medium to low level of controlling ability. This might be because most of the farm women were small and marginal farmers, had similar socio economic status and all of them were doing similar type of agricultural operations. The result was in line with the finding of Sreedevi (1996).

### Conclusion

It could be concluded from the present study that majority of the farm women were in the medium managerial role category. The different aspects of managerial role like planning ability, organizing ability, supervision ability, communication ability, coordination and controlling ability can be improved by making the farm women better educated, by conducting regular meetings and extension contacts with the women farmers and by providing good mass media exposure through different channels of communication.

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