

ORIGINAL ARTICLE

Exploring the Entrepreneurial Traits of Gaushalas of Uttar Pradesh

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ABSTRACT

The present study examines the entrepreneurial behavior of Gaushalas in Uttar Pradesh, focusing on key psychological and managerial traits. Findings indicate that 58% of Gaushalas showed medium innovativeness, while 37% exhibited high levels. Achievement motivation was medium in 56% and high in 35%. Decision-making ability was medium to high in 81% of cases. Notably, 58% demonstrated high risk orientation, and 74% had strong coordination ability. Planning ability was high in 58% of Gaushalas. Information-seeking behavior was moderate in 52% and high in 34%. Cosmopolitans was rated medium in 53% and high in 47%. A majority (54%) showed high self-confidence. However, profit orientation was high in only 18%, with 82% at a medium level. Overall, Gaushalas display strong entrepreneurial traits, though improvement is needed in profit orientation and strategic planning to boost long-term sustainability and impact.

KEYWORDS

• Gaushalas • Entrepreneurial behavior

INTRODUCTION

India has a long-standing cultural, spiritual, and economic association with cattle, particularly cows, which are revered and deeply embedded in the agrarian fabric of rural life. A prominent expression of this relationship is the institution of *Gaushalas* shelters that provide refuge to old,

abandoned, infirm, and unproductive cattle. While the exact origin of Gaushalas remains uncertain, historical and textual evidence suggests their existence since ancient times, particularly during the Vedic period, when the preservation and care of cattle were considered both a moral duty and an economic necessity (Lodrick, 1981).

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Traditionally, villages maintained common grazing lands (*Gochar Bhumi*) and often donated land and resources to Gaushalas to ensure that stray or non-productive cattle could live out their lives in dignity. Over centuries, these shelters evolved as community-driven institutions rooted in values of compassion, sustainability, and collective responsibility. However, in contemporary India, Gaushalas face multifaceted challenges, including overcrowding, resource constraints, declining donations, and questions about long-term viability. Rashmi *et al.* (2022) reported that high cost of medicines was the serious problem after that the prevalence of poor environmental hygiene and injuries due to fighting as second and third major constraint faced by gaushalas. Despite these challenges, a growing number of Gaushalas are transitioning from purely charitable or religious establishments to more structured, innovative, and economically adaptive models. Many have begun to explore avenues such as organic farming, biogas production, cow-based product manufacturing (e.g., dung logs, vermicompost, Panchgavya), and eco-tourism. This shift reflects an emerging entrepreneurial behavior within Gaushalas where traditional values intersect with modern approaches to sustainability, livelihood generation, and social enterprise. This research paper seeks to analyze the entrepreneurial behavior of Gaushalas in Uttar Pradesh, with a focus on understanding their operational strategies, innovation practices, resource mobilization, and socio-economic impact. By investigating how these institutions are redefining their roles within the rural ecosystem, the study aims to contribute to a broader discourse on rural entrepreneurship, sustainable agriculture, and the reinvention of traditional institutions in response to contemporary challenges.

METHODOLOGY

An Ex post-facto research design was followed to carry out the study. The final sampling unit, the Gaushala, was chosen using the purposive sampling approach as part of the sampling design. Based on the information available at official site of Uttar Pradesh Gen Seva Aayog, Department of Animal Husbandry, a list of Gaushalas of Agra division was prepared and then 100 Gaushalas were randomly selected from prepared list with the condition that they

must have minimum 50 stray cattle in Gaushala. Thus a total sample size of 100 gaushalas involved in rearing and caring of stray cattle was selected for the study. This paper is based on primary data. Primary data was gathered regarding the Entrepreneurial behaviour of gaushala was studied under different ten components such as innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitaness, self-confidence and profit orientation of gaushalas.

Data Analysis

Entrepreneurial behaviour of gaushala was studied under different ten components such as innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitaness, self-confidence and profit orientation of gaushalas. The responses on entrepreneurial behaviour of gaushalas were arranged and analyzed by using entrepreneurial index method and consisting statements administered on three continuum viz, Strongly Agree (SA), Agree (A) and Disagree (D) with a weightage of 3, 2 and 1 statements and reverse scoring system for negative statements.

To measure the entrepreneurial behaviour of gaushala, an entrepreneurial behaviour index (EBI) was used with the help of the following formula:

Entrepreneurial Behaviour Index (EBI) =

$$\frac{\text{Obtained score by respondents}}{\text{Actual total score}} \times 100$$

RESULT AND DISCUSSION

The result of table indicates ranking order of entrepreneurial behavior index of different component and reveals that highest entrepreneurial behaviour index (71.11) was found for self-confidence of gaushalas managers. Present result of self confidence has similar findings with Subrahmanyeswari *et al.* (2007) and Lawrence and Ganguli (2012) who reported that self confidence was the most important component of entrepreneurial behavior of dairy farmers. However entrepreneurial behaviour index

for coordinating ability, planning ability, achievement motivation and risk orientation were found 65.83 percent, 61.76 percent, 53.44 percent and 53.25 percent of entrepreneurial behavior index and rank second, third, fourth and fifth, respectively. However other components such as information seeking behavior, innovativeness, profit orientation and cosmopolitaness were having 48.56 percent, 48.33 percent, 42.47 percent and 39.58 percent of entrepreneurial behavior index with rank sixth, seventh, eighth and ninth respectively. Thus decision making ability of gaushalas had lowest 37.38 percent of entrepreneurial behavior index. It might be due to lack of training exposure and awareness about new technology and Rashmi *et al.* (2024) highest adoption was found for timely heat detection. This might be due to the fact that in most of the gaushalas all male and female cattle were kept together and gaushalas members easily can detect the heat period of cattle was observed from showing the mounted behavior of animals in gaushalas.

Table 1: Extents of entrepreneurial behavioral attributes possessed by gaushalas

(n = 100)

Attributes	Mean	EBI	Rank
Innovativeness	8.70	48.33	VII
Achievement motivation	9.20	53.44	IV
Decision making ability	2.27	37.83	X
Risk orientation	12.78	53.25	V
Coordinating ability	7.90	65.83	II
Planning ability	12.97	61.76	III
Information seeking behaviour	4.37	48.56	VI
Cosmopolitaness	4.75	39.58	IX
Self confidence	6.49	72.11	I
Profit orientation	6.37	42.47	VIII
Overall entrepreneurial behaviour	7.84	54.70	-

Distribution of gaushalas based on overall entrepreneurial behaviour of entrepreneurial indicators

Innovativeness: Majority of the gaushalas (58.00%) were found in medium category of innovativeness. However, about 37.00 percent of gaushalas were found in high category of innovativeness which is a promising indicator

that the majority of gaushalas are interested in adoption of new technologies and practices of scientific dairy management. Medium level of entrepreneurial behavior index for innovativeness was found due to limited awareness on new technologies and skills, confined habits of gaushalas prevented them to adopt innovative and new technologies related to animal husbandry practices such as breeding done by natural method. Rashmi *et al.* (2016) also reported that of unaware respondents (72.50%) were using breeding male of 1.0-1.6 year age for breeding purpose. These results are in accordance with finding of Avhad *et al.* (2015). Majority of the respondents (72.50%) were using breeding male of 1.0-1.6 year age for breeding purpose.

Achievement motivation: It is evident from the table 2 that majority of the gaushalas 56.00 percent and 35.00 percent of gaushalas were found in medium to high category of achievement motivation, whereas 9.00 percent of them were found in low category of entrepreneurial behavior score. Almost similar findings was reported by Raina *et al.* (2016) has revealed that nearly half (45.80%) of the dairy farmers were having medium level of achievement motivation followed by respondents in the high category (33.40%).

Decision making: The results on this parameter presented in table 2 reveal that about 81.00 per cent and 19.00 percent of Gaushalas had medium to high level of decision making ability. The active part in decision making could be due to active involvement of gaushalas manager in day-to-day activities of gaushalas. Ram *et al.* (2013) also reported that their decision making and managerial ability fall in medium category.

Risk orientation: It is clear from the result of table 2 that majority of gaushalas belonged to higher risk orientation (58.00%) followed by medium (29.00%) and (13.00%) in low level of risk orientation. However, risk orientation in the case of an entrepreneur indicates that they are ready to face challenges however they have uncertainty in success. The probable reason about the high level of risk orientation in case of gaushala might be due to fact that there is a lot of pressure of the stray animal as majority of gaushalas was overcrowded. These findings are accordance with the findings of Bhosale *et al.* (2014) and stated that (56.00 %) of respondents belonged to high risk preference.

Coordination ability: It was revealed that high level of this attribute was possessed by majority (74.00%) of the gaushalas followed by 26.00 percent of low level of this attributes. It was observed that higher coordination ability of gaushalas staff was due to their higher achievement motivation towards gaushalas. Ahuja *et al* (2016) also observed that slightly more than half of the farmers were having high level of coordinating ability.

Planning ability: High planning ability was noticed among 58.00 percent of gaushalas whereas 19.00 percent and 23.00 percent had medium and low level of planning ability. Decision making ability and achievement motivation ability of gaushalas might

have contributed for their planning ability. However planning ability of gaushalas is totally dependent on donation received from public and government sectors. These results are in disagree with findings of Lawrence and Ganguli (2012) and Patel *et al.*(2014) because gaushala and dairy farmers are differ in working strategy.

Information seeking behavior: The result from table 2 indicates that 52.00 percent of gaushalas fall in medium category of information seeking behavior followed by 34.00 percent in high and 14.00 percent in low level category. Ahuja *et al* (2016) also revealed that in case of information seeking behavior majority (58.13%) of dairy farmer's attained medium scores in general.

Table 2: Distributions of gaushalas on overall entrepreneurial behaviour of Entrepreneurial indicators

(n = 100)

Sl. no	Indicators	Categories	Frequency	Percent	Mean	SD
1.	Innovativeness	Low	5	5.00	48.33	6.91
		Medium	58	58.00		
		High	37	37.00		
2.	Achievement motivation	Low	9	9.00	53.44	7.40
		Medium	56	56.00		
		High	35	35.00		
3.	Decision making ability	Low	0	0.00	37.00	10.00
		Medium	81	81.00		
		High	19	19.00		
4.	Risk orientation	Low	13	13.00	53.00	5.70
		Medium	29	29.00		
		High	58	58.00		
5.	Coordinating ability	Low	26	26.00	65.83	6.10
		Medium	0	0.00		
		High	74	74.00		
6.	Planning ability	Low	23	23.00	61.76	8.33
		Medium	19	19.00		
		High	58	58.00		
7.	Information seeking behaviour	Low	14	14.00	48.56	10.43
		Medium	52	52.00		
		High	34	34.00		
8.	Cosmopolitan	Low	0	0.00	39.58	7.97
		Medium	53	53.00		
		High	47	47.00		
9.	Self confidence	Low	18	18.00	72.11	10.42
		Medium	28	28.00		
		High	54	54.00		
10.	Profit orientation	Low	0	0.00	42.47	5.97
		Medium	82	82.00		
		High	18	18.00		

Cosmopoliteness: The result of table 2 reveals that 53.00 percent and 47.00 percent of gaushalas were categorized as medium to high level of cosmopoliteness respectively. Moderate cosmopoliteness might be due to their low economic conditions, thereby less active participation in extension activities like field visits, cattle exhibitions, krishi mela and also due to their less extension contact with dairy entrepreneurs. The findings are in consonance with the results of Porchezhiyan *et al.* (2016) who found that majority of the respondents belong to medium category of cosmopolite outlook.

Self-confidence: Table 2 reveals that majority 54.00 percent of gaushalas had high level of self-confidence followed by 28.00 percent and 18.00 percent of gaushalas were having medium and low level of this trait respectively. This might be due to the fact that, they were confident about their abilities to improve their gaushala because they were enthusiastic toward gaushalas work and motive.

Profit orientation: High profit orientation was noticed in only 18.00 percent of gaushalas, whereas 82.00 percent were having medium profit orientation respectively. This might be due to fact that gaushalas main aim is to provide shelter to stray cattle, improve the health of infirm, unproductive, diseased and abandoned cattle rather than profit orientation. Similarly financial condition of gaushalas also contributes for their poor profit orientation ability. Raina *et al.* (2016) found that 73.00 percent of respondents belong to medium economic motivation. Rashmi *et al.* (2024) reported Hasan and Gaushala had positive net income in spite of large number of animals. This might be due to fact that Hasan and Gaushala was engaged in various entrepreneurial activities and established commercial dairy farm.

Overall entrepreneurial behaviour of gaushalas

Nearly less than half of the gaushalas (48.00%) were classified as high level, followed medium (37.00%) and low level (15.00%) category on the basis of overall entrepreneurial behavior score. The possible reason for high entrepreneurial behaviour of gaushala might be due to sentiments towards cow and high level of aspiration for making gaushala as an ideal shelter for unproductive, injured and abundant cow.

Table 3: Distribution of gaushalas according to their overall entrepreneurial behaviour (n = 100)

Sl. no.	Category	Frequency	Percentage
1.	Low (up to 50)	15	15
2.	Medium (51-52)	37	37
3.	High (above 52)	48	48
	Total	100	100
	Mean = 54.79	S.D = 2.53	

CONCLUSION

The study reveals that Gaushalas in Uttar Pradesh are evolving beyond their traditional roles, exhibiting several core entrepreneurial traits such as high coordination ability, self-confidence, risk orientation, and decision-making skills. While a majority demonstrate moderate to high levels of innovativeness, achievement motivation, and planning ability, areas like profit orientation and strategic planning remain underdeveloped. This suggests that while Gaushalas have the potential to function as socially driven rural enterprises, targeted interventions such as capacity-building programs, entrepreneurial training, and access to market linkages are essential to enhance their sustainability and impact. Strengthening these institutions through a more structured entrepreneurial approach can contribute significantly to rural development, animal welfare, and the broader goal of sustainable agriculture in India.

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