CHAPTER – VII
AN ANALYSIS OF RISK TAKING AND PERFORMANCE

LOCATIONWISE PERFORMANCE
Selecting a good location to set up an enterprise is a matter of prime importance. The location of an unit exercises considerable influence on operating costs and has a direct bearing on the profitability of the business enterprise. The various reasons for the location of an enterprise in the urban and rural areas are availability of plot/shed in the town, proximity to the market, hometown, nearness to raw materials, overall idealness of the place and populated area.

In the study area, 60 percent of the units are located in the urban area and 40 percent of the units are located in the rural area. The proportion is very high in the industry sector at 65 percent, followed by business sector at 62 percent and service sector at 57 percent.

Locationwise High Risk Taking Vs High Performance
Risk taking ability in relation to location shows that in the industry sector, the average proportion of high risk taking and high performance cases account for 42.5 percent. This is high in the urban area at 46.1 percent when compared to the rural area at 35.7 percent. In the service sector, the proportion of high risk taking units are 40 percent, out of which 43.3 percent of the high risk and high performance cases are in the urban area while 35.6 percent of the cases are in the rural area. In the business sector, the average proportion of high risk and high performance cases account for 36.4 percent, of which 38.2 percent of the cases are in the urban area and 33.3 percent of the units are in the rural area.
In all the three sectors, the average proportion of high risk and high performance units are larger in the urban area compared to the rural area. Among the three sectors, 46.1 percent of the industry units are located in the urban area, followed by service units at 43.3 percent and business units at 38.2 percent. This is due to adequate supply of labour, raw material, proximity to market, availability of infrastructure, good communication, banking network and good market/demand for the product.

**Locationwise Medium Risk Vs Medium Performance**

The average proportion of medium risk and medium performance cases in industry sector accounts for 37.5 percent. It is high in the urban area at 38.5 percent and low in the rural area at 35.7 percent. In the service sector the average proportion of medium risk and medium performance cases account for 40 percent. It is high in the urban area at 41.7 percent and low in the rural area at 33.3 percent. In the business sector, the average proportion of medium risk and medium performance cases account for 34.5 percent. It is high in the urban area at 35.3 percent and low in the rural area at 33.3 percent.

Urban areas have a higher proportion of medium risk and medium performance cases/ratios compared to rural areas. For all the three sectors, industry, service and business, medium risk and medium performance cases account for 37 percent which is high in the urban area at 39.2 percent and low in the rural area at 33.8 percent. Among the three sectors, service units have a higher proportion of medium risk and medium performance cases located in the urban area followed by industry and business sector.
Locationwise Low Risk Taking Vs Low Performance

The average proportion of low risk and low performance cases in industry is 20 percent. In the urban area it is low at 15.4 percent and in the rural area it is high at 28.6 percent. In the service sector, the average proportion of low risk and low performance cases account for 21.9 percent. It is low in the urban area at 15 percent and high in the rural area at 21.9 percent. In the business sector, the average proportion of low risk and low performance cases account for 29.1 percent. It is low in the urban area at 26.5 percent and high in the rural area at 33.3 percent.

Rural units have a higher proportion of low risk and low performance cases compared to urban units. For the ISB sector, the proportion of low risk and low performance cases account for 23.5 percent, being low in the urban area at 18.3 percent and high in the rural area at 31.2 percent. Among the three sectors, the business sector has a larger proportion of low risk and low performance cases followed by service and industry.

The performance of the enterprises run by women in relation to location of the units in the industry, service and business sectors reveals that the proportion of high and medium risk taking and performance cases together account for 77 percent, of which 64 percent of the units are located in the urban area and only 36 percent of the units are located in the rural area, and have high and medium performances respectively. Majority of the low risk units are located in the rural areas accounting for 53 percent showing low performance and 47 percent in the urban area units with low performance. Therefore, it is construed that location of the unit has an effect on the performance of the enterprise. Urban units have a higher proportion of high and medium risk ratios and higher and medium proportion of profitability and productivity.
ratios. In contrast, units located in rural areas have a larger proportion of low risk ratios and have low profitability and productivity ratios.

**AGEWISE RISK ANALYSIS**

The influence of the levels of risk taking under different age groups on the levels of performance in relation to rate of return on investment, profit rate, labour and capital productivities has been analysed in terms of their relative association as shown in Table 7.

**Agewise Risk Vs Performance in Industry Sector**

In the industry sector about 42.5 percent of units are high risk taking cases out of which 46.1 percent of the cases are in the urban area and 35.7 percent of the cases are in the rural area. In the urban area, 50 percent of the lower age units are high risk takers and have adopted a high level of technology and techniques in relation to products, marketing, finance and labour and 50 percent of the lower age units are medium risk takers and have adopted a medium level of technology and techniques in relation to products, marketing, finance and labour and have a medium level of performance. Lower age group units do not show a convincing relation between low performance and low techniques adoption.

Under medium age group, about 46.1 percent of units are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, capital and labour and have medium level of performance. About 30.8 percent of the medium age units are high risk taking cases and have adopted high level of technology and techniques in relation to products, marketing, finance and labour and have high level of performance. About 23.1 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, finance and labour.
Table 7.1: Age wise High, Medium and Low Risk Taking Vs Performance and Levels of Adoption of Management Techniques in Industry, Service, Business Sectors and the ISB Sector

<table>
<thead>
<tr>
<th>Group</th>
<th>INDUSTRY</th>
<th>SERVICE</th>
<th>BUSINESS</th>
<th>ISB</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Medium</td>
<td>Low</td>
<td>High</td>
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<tr>
<td>Urban</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;2 years</td>
<td>50.0</td>
<td>50.0</td>
<td>-</td>
<td>16.7</td>
</tr>
<tr>
<td>2-5 years</td>
<td>30.8</td>
<td>46.1</td>
<td>23.1</td>
<td>36.4</td>
</tr>
<tr>
<td>&gt;5 years</td>
<td>63.6</td>
<td>27.3</td>
<td>9.1</td>
<td>61.9</td>
</tr>
<tr>
<td>All</td>
<td>46.1</td>
<td>38.5</td>
<td>15.4</td>
<td>43.3</td>
</tr>
<tr>
<td>Rural</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>&lt;2 years</td>
<td>-</td>
<td>-</td>
<td>100.0</td>
<td>16.7</td>
</tr>
<tr>
<td>2-5 years</td>
<td>28.6</td>
<td>42.8</td>
<td>28.6</td>
<td>33.3</td>
</tr>
<tr>
<td>&gt;5 years</td>
<td>50.0</td>
<td>33.3</td>
<td>16.7</td>
<td>55.6</td>
</tr>
<tr>
<td>All</td>
<td>35.7</td>
<td>35.7</td>
<td>28.6</td>
<td>35.6</td>
</tr>
<tr>
<td>Overall</td>
<td>42.5</td>
<td>42.5</td>
<td>20.0</td>
<td>40.0</td>
</tr>
</tbody>
</table>

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and have low level of performance. Agewise, no concrete relation is established between medium performance and techniques adoption.

Under higher age group in the urban area, 63.6 percent of the units are high risk-taking and have adopted high level of technology and techniques in relation to products, marketing, capital and labour and have high level of performance. About 27.3 percent of the cases are medium risk-taking and have adopted medium level of technology and techniques in relation to products, marketing, capital and labour and have medium performance. About 9.1 percent of the cases are low risk-takers and have adopted low level of technology and techniques in relation to products, marketing, capital and labour. Higher age group units show a convincing relation between high performance and techniques adoption.

In the rural area, under lower age category 100 percent of the units are low risk-taking cases and have adopted low level of technology and techniques of production, marketing, finance and labour and have low performance. Lower age groups units show a convincing relation between low performance and technique adoption.

Under medium age group, 42.8 percent of the cases are medium risk-takers and have adopted medium level of technology and techniques in relation to products, marketing, labour and capital and have medium level of performance. About 28.6 percent of the cases are high risk-takers and have adopted high level of technology and techniques of products in relation to products, marketing, capital and labour and have high level of performance. About 28.6 percent of the cases are low risk-takers and have adopted low level of technology and techniques in relation to products, marketing, capital and labour and
have low level of performance. Agewise, no concrete relation is established between medium performance and technique adoption.

Under the higher age group, 50 percent of the cases are the high risk takers and have adopted high level of technology and techniques in relation to products, market, labour and capital and have high level of performance. 33.3 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, capital and labour and have medium level of performance. About 16.7 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, market, labour and capital and have low level of performance. Higher age group units show not much convincing relation between high performance and techniques adoption. In the industry sector, with the increase in the age of the unit, the level of risk taking has increased both in the urban and rural areas. Higher the age of the unit higher is the level of risk taking both in the urban and rural areas. However, low, medium and high level of technology and techniques of production, marketing, labour and capital are likely to show low, medium and high level of performance.

**Ageswise Risk Vs Performance in Service Sector**

In the urban area, under lower age group 50 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, capital and labour and have low level of performance. About 33.3 percent of the cases are medium risk takers and have adopted medium levels of technology and techniques in relation to products, marketing, labour and capital and have medium levels of performance. About 16.7 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, labour and capital and
have high level of performance. Lower age group units show a relation between low performance and low level of technology and technique adoption.

Under the medium age group, 48.5 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, capital and labour and have medium level of performance. About 36.4 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, capital and labour and have high level of performance. About 15.1 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, markets, labour and capital and have low level of performance. Age wise, no convincing relation is established between the medium performance and the level of technology and techniques adoption.

Under higher age group, about 61.9 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, capital and labour and have high level of performance. About 33.3 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, capital and labour and have medium level of performance. About 4.8 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, labour and capital and have low level of performance. Higher age group units show a convincing relation between performance and the level of technology and technique adoption.
In the rural area, under the lower age group about 50 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, labour and capital and have low performance. About 33.3 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, labour and capital and have medium performance. About 16.7 percent of the cases are high risk takers and have adopted high level of technology and techniques and have high level of performance. Lower age group units show a relation between low performance and low level of technology and technique adoption.

In the medium age group, 36.7 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, labour and capital and have medium level of performance. About 33.3 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, capital and labour and have high level of performance. About 30 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, capital and labour and have low level of performance. Age-wise, there is no concrete relation between performance and the level of technology and technique adoption.

Under the higher age group, about 55.6 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, labour and capital and have high level of performance. About 22.2 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, labour and capital and have medium level of performance. About 22.2 percent of the cases are...
low risk takers and have adopted low level of technology in relation to products, marketing, labour and capital and have low level of performance. Higher age group units show a convincing relation between performance and the level of technology and technique adoption.

In the service sector, with the increase in the age of the unit, the level of risk-taking has increased both in urban and rural areas. However, low, medium and high level of technology and techniques in relation to products, marketing, finance, capital and labour are likely to show low, medium, and high level of performance.

**Agewise Risk Vs Performance in Business Sector**

In the urban area, under the lower age group 60 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, capital and labour and have low level of performance. About 20 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, capital and labour and have medium level of performance. About 20 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, labour and capital and have high level of performance. Lower age group units show convincing relation between the low performance and low level of technology and techniques adoption.

Under medium age group, 40 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, labour and capital and have medium level of performance. About 35 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, labour and capital.
techniques in relation to products, marketing, capital and labour and 
labour and have high level of performance. About 25 percent of the 
cases are low risk takers and have adopted low level technology and 
techniques in relation to products, marketing, capital and labour and 
have low level of performance. Age wise, no convincing relation is 
established between the medium performance and the level of 
technology and techniques adoption.

Under higher age group, about 55.6 percent of the cases are high 
risk takers and have adopted high level of technology and techniques in 
relation to products, marketing, labour and capital and have high level 
of performance. About 33.3 percent of the cases are medium risk takers 
and have adopted medium level of technology and techniques in 
relation to products, marketing, capital and labour and have medium 
level of performance. About 11.1 percent of the cases are low risk 
takers and have adopted low level of technology and techniques in 
relation to products, marketing, labour and capital and have low level of 
performance. Higher age group units show a convincing relation 
between high performance and the level of technology and techniques 
adoption.

In the rural area, under the lower age group 100 percent of the 
cases are low risk taking and have adopted low level of technology and 
techniques in relation to products, marketing, capital and labour and 
have low level of performance. Lower age group units show a 
convincing relation between low performance and the low level of 
technology and techniques adoption.

Under the medium age group about 33.3 percent are medium 
risk taking cases and have adopted medium level of technology and 
techniques in relation to products, marketing, capital and labour and
have medium performance. About 33.3 percent of the high risk taking cases have adopted higher level of technology and techniques in relation to products, marketing, labour and capital and have high level of performance. About 33.3 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, labour and capital and have low level of performance. Age-wise, no convincing relation is established between the medium performance and the level of technology and technique adoption.

Under the higher age group, 40 percent of the cases are high risk takers and have adopted high level of technology and techniques in relation to products, marketing, capital and labour and have high level of performance. About 40 percent of the cases are medium risk takers and have adopted medium level of technology and techniques in relation to products, marketing, labour and capital and have medium level of performance. About 20 percent of the cases are low risk takers and have adopted low level of technology and techniques in relation to products, marketing, labour and capital and have low level of performance. Higher age group units show not much relation between the high performance and high level of technology and technique adoption.

In the business sector, with the increase in the age, the average proportion of high risk taking cases has increased both in the urban and rural areas.

In all the three sectors, with the increase in the age of the unit the proportion of low risk taking cases have decreased. Higher the age of the enterprise, higher is the proportion of high risk taking both in urban and rural areas.
For all the three sectors, urban units have high proportion of high risk taking cases compared to rural areas. Similar is the case with medium risk taking enterprises. Rural areas have larger proportion of low risk taking cases compared to urban areas. However, under different age groups in all the three sectors, low, medium and high level of technology and techniques in relation to products, marketing, labour and capital are likely to show low, medium and high level of performance. Among the ISB sectors, industry has the larger proportion of high risk taking cases both in the urban and rural areas followed by service and business. Service sector has a larger proportion of medium risk taking cases followed by industry and business. Business sectors have large proportion of low risk takers compared to service and industry. In the ISB sector, lower age group has the larger proportion of low risk taking cases both in the urban and rural areas. Medium age group has larger proportion of medium risk taking cases and higher age group has higher proportion of high risk takers both in the urban and rural areas.

INVESTMENTWISE RISK VS PERFORMANCE ANALYSIS

The influence of the level of risk taking under different investment categories on the level of performance in relation to rate of return on investment, profit rate, labour and capital productivities has been analysed in terms of their association as shown in Table 7.2

Investmentwise Risk Vs Performance in Industry Sector

In the industry sector, about 42.5 percent of the units are high risk taking cases, out of which 46.1 percent of the cases are in the urban area and 35.7 percent of the cases are in the rural area. In the urban area, 50 percent of the low investment units are low risk takers, have adopted low level of technology and management techniques in production, market and personnel and have a low level of performance.
Table 7.2: Investmentwise High, Medium and Low Risk Taking Vs Performance and Levels of Adoption of Management Techniques in Industry, Service, Business Sectors and the ISB Sector

| Group  | INDUSTRY |  |  | SERVICE |  |  | BUSINESS |  |  | ISB |  |  |
|--------|----------|  |  |        |  |  |          |  |  |        |  |  |          |  |  |          |  |  |
|        | High | Medium | Low | High | Medium | Low | High | Medium | Low | High | Medium | Low | High | Medium | Low | High | Medium | Low |
| Urban  |      |        |     |      |        |     |      |        |     |      |        |     |      |        |     |      |        |     |
| <2 years | 50.0 | 50.0 | - | 44.4 | 55.6 | - | 50.0 | 50.0 | - | 46.2 | 53.8 | - |
| 2-5 years | 10.0 | 70.0 | 20.0 | 20.8 | 66.7 | 12.5 | 6.3 | 50.0 | 43.7 | 14.0 | 62.0 | 24.0 |
| >5 years | 78.6 | 14.3 | 7.1 | 77.8 | 18.5 | 3.7 | 75.0 | 18.7 | 6.3 | 77.2 | 17.5 | 5.3 |
| All    | 46.1 | 38.5 | 15.4 | 43.3 | 41.7 | 15.0 | 38.2 | 35.3 | 26.5 | 42.5 | 39.2 | 18.3 |
| Rural  |      |        |     |      |        |     |      |        |     |      |        |     |      |        |     |      |        |     |
| <2 years | - | - | 100.0 | - | 22.2 | 77.8 | - | 40.0 | 60.0 | - | 25.0 | 75.0 |
| 2-5 years | 20.2 | 60.0 | 20.0 | 37.0 | 40.7 | 22.2 | 36.4 | 36.4 | 27.3 | 34.9 | 41.9 | 23.2 |
| >5 years | 57.1 | 28.6 | 14.3 | 66.7 | 22.2 | 11.1 | 60.0 | 20.0 | 20.0 | 61.9 | 23.8 | 14.3 |
| All    | 35.7 | 35.7 | 28.6 | 35.6 | 33.3 | 31.1 | 33.3 | 33.3 | 33.3 | 35.0 | 33.7 | 31.3 |
| Overall | 42.5 | 37.5 | 20.0 | 40.0 | 38.1 | 21.9 | 36.4 | 34.5 | 29.1 | 39.5 | 37.0 | 23.5 |
and 50 percent of the low investment units are medium risk takers and have adopted medium levels of technology and management techniques in relation to production, marketing and personnel, and have medium performance in relation to profitability and productivities. Low investment units do show a relation between performance and the level of technology and technique adoption.

About 70 percent of the medium investment units in the industry sector are medium risk takers and have adopted medium levels of technology and management techniques in relation to product, marketing and personnel and have medium performances. About 10 percent of the medium investment cases are high risk takers and adopted high levels of technology and management techniques in relation to production, marketing and personnel and have high levels of performance. About 20 percent of the cases are low risk takers, have adopted low levels of technology and techniques in relation to product, marketing and personnel and have low levels of performance. Medium investment units show a convincing relation between performance and the level of technology and techniques adoption.

Under high investment category, 78.6 percent of the cases are high risk takers, have adopted high levels of technology and management techniques in relation to production, marketing and personnel and have high levels of performances. About 14.3 percent of the cases are medium risk takers, have adopted medium levels of technology and techniques in relation to product, marketing and personnel and have medium levels of performance. About 7.1 percent of the cases are low risk takers, have adopted low levels of technology and techniques and have low performance. High investment units have established a much convincing relation between the level of technology and techniques adoption.
In the rural area, under low investment category 100 percent of the cases are low risk takers, have adopted low level of technology and management techniques in relation to product, marketing and labour and have low performance. Low investment groups show a much convincing relation between low risk taking and low performance and the level of technology and techniques adoption.

Under medium investment category, 60 percent of the units are medium risk takers, have adopted medium level of technology and techniques in product, marketing and labour and have medium performance. About 20 percent of the cases are high risk takers, have adopted high technology and techniques in relation to product, marketing and personnel and have high performance. About 20 percent of the cases are low risk takers, have adopted low technology and techniques of production, marketing and personnel and have low performance. Medium investment groups show a convincing relation between medium performance and the level of technology and techniques adoption.

Under high investment category, 57.1 percent of the cases are high risk takers, have adopted high level of technology and management techniques and have high performance. About 28.6 percent of the cases are medium risk takers and have adopted medium level of technology and techniques of production, marketing and management and have medium performances. About 15.4 percent of the cases are low risk takers, have adopted low levels of technology and techniques in relation to product, market and labour and have low performances. High investment groups show a convincing relation between performance and the level of technology and techniques adoption.
In the industry sector, with the increase in investment level, the level of risk taking has increased both in the urban and rural areas. However, low, medium and high levels of technology and techniques in relation to product, marketing and labour are likely to show correspondingly low, medium and high level of performance.

**Investmentwise Risk Taking Vs Performance in Service Sector**

Under low investment category in the urban area, about 55.6 percent of the cases are low risk takers, have adopted low level of technology and techniques in relation to products, marketing and labour and have low performance. About 44.4 percent cases are medium risk takers, have adopted medium level of technology and techniques in relation to products, marketing and labour and have medium performance. Low investment units show a relation between performance and the level of technology and techniques adoption.

Under medium investment category, 66.7 percent of the cases are medium risk takers, have adopted medium levels of technology and techniques in relation to product, marketing and personnel and have medium performance. About 20.8 percent of the cases are high risk takers, have adopted high level of technology and techniques in relation to product, marketing and personnel and have high performance. About 12.5 percent of the cases are low risk takers, have adopted low technology and techniques in relation to product, marketing and labour and have low performance. Medium investment units show a convincing relation between medium performance and the level of technology and techniques adoption.

Under high investment category, about 77.8 percent of the cases are high risk takers, have adopted high levels of technology and techniques in relation to product, marketing and labour and have high performance. About 18.5 percent of the cases are medium risk takers, have adopted medium technology and techniques and have medium performance. About 3.7 percent of the cases are low
risk takers, have adopted low technology and techniques and have low performance. High investment units have established a much convincing relation between high performance and the level of technology and techniques adoption.

In the rural area, under low investment category, about 77.8 percent of the cases are low risk takers, have adopted low level of technology and techniques in relation to product, marketing and labour and have low performance. About 22.2 percent of the cases are medium risk takers, have adopted medium level of technology and techniques in relation to product, marketing and labour and have medium performance. Low investment units show a much convincing relation between low performance and low technology and techniques adoption.

Under medium investment category, about 40.7 percent of the cases are medium risk takers, have adopted medium level of technology and techniques in relation to product, marketing and labour and have medium performance. About 37 percent of the cases are high risk takers, have adopted high level of technology and techniques in production, marketing and personnel and have high performance. About 22.2 percent cases are low risk takers, have adopted low level of technology and techniques and have low performance. Medium investment units show no convincing relation between medium performance and the level of technology and techniques adoption.

Under high investment category, about 66.7 percent of the cases are high risk takers, have adopted high level of technology and techniques in relation to products, marketing and personnel and have high level of performance. About 22.2 percent are medium risk takers, have adopted medium technology and techniques in relation to product, marketing and labour and have medium performance. About 11.1 percent of low risk cases are low risk takers, have adopted low
technology and techniques in relation to product, marketing and labour and have low level of performance High investment units have established a convincing relation between high performance and the level of technology and techniques adoption

**Investmentwise Risk Taking Vs Performance in Business Sector**

In the urban area, under low investment category, 50 percent of the cases are low risk takers, have adopted low level of technology and techniques in relation to product, marketing and personnel About 50 percent of the cases are medium risk takers, have adopted medium level of technology and techniques in relation to product, marketing and labour and have medium performance Low investment units show not much relation between performance and techniques adoption Under medium investment category about 50 percent of the cases are medium risk takers, have adopted medium level of technology and techniques in relation to product, marketing and labour and have medium performance About 63 percent are high risk takers, have adopted high techniques in relation to product, market and labour and have high performance About 43.7 percent of the cases are low risk takers, have adopted low technology and techniques and have low performance Medium investment units show not much relation between performance and techniques adoption Under high investment category, about 75 percent of the cases are high risk takers, have adopted high techniques in relation to products, marketing and labour and have high level of performance High investment units have established a convincing relation between the performance and techniques adoption

In the rural area, under low investment category, about 60 percent of the cases are low risk takers, have adopted low techniques in products, market and labour and have low level of performance About 40 percent of the cases are medium risk takers, have adopted medium level of technology and techniques in relation to product, marketing and labour and have medium performance Low investment units show a
convincing relation between low performance and low techniques adoption

Under medium investment category, 36.4 percent of the cases are medium risk takers, have adopted medium level of technology and techniques of production, marketing and labour and have medium performance. About 36.4 percent of the cases are high risk takers, have adopted high level of technology and techniques of production, marketing and labour and have high performance. About 27.3 percent of the cases are low risk takers, have adopted low level of technology and techniques of production, marketing and labour and have low performance. Medium investment units show no concrete relation between medium performance and techniques adoption.

Under high investment category, about 60 percent of the cases are high risk takers, have adopted high level of technology and techniques in relation to product, market and labour and have high performance. About 20 percent of the cases are medium risk takers, have adopted medium level of technology and techniques of production, marketing and labour and have medium performance. About 20 percent of the cases are low risk takers, have adopted low technology and techniques in relation to product marketing and labour and have low performance. High investment groups show a convincing relation between high performance and techniques adoption.

Thus in all the three sectors viz., industry, service and business, with the increase in the level of investment, the level of risk taking has increased both in the urban and rural areas. However, low, medium, and high level of technology and techniques in relation to products, market, finance and labour are likely to show correspondingly low, medium and high levels of performance.