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A Study on Profile of Dairy Entrepreneur Women and their Problems and Suggestions Regarding Dairy Farming

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ABSTRACT

This study was conducted during *rabi* 1994-95. The ex-post facto research design was selected. The sample size decided for the study was 225 respondents on the basis of variability in population existing One dependents i.e. entrepreneurial behaviour and twelve independent variables were selected for the study. The results observed that the majority of the respondents have medium level of entrepreneurial behaviour, out of 12 independent variables, 10 variables were found to be positively and highly significantly related with entrepreneurial behaviour of dairy women. Those, were education, type of family, size of family, land holding, dairy farming experience, herd size, dairy income, social participation, milk yield infrastructural experience.

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INTRODUCTION

India is pedominatly an agricultural country, where keeping milch animals has been never a separate occupation from agriculture. The production and consumption of milk and milk product per capita in India is very low as compared to some developed countries. India occupies second place in total milk production in the world, whereas, in Gujarat, 62.40 lakh cattle and 45.02 lakh buffaloes produce about 3.68 million tonnes of total milk production (Anonymous, 1994).

In Indian rural families, dairy women possess good knowledge on dairy farming management activities since these are highly traditional and women oriented. The knowledge on these aspects are passed on from generation to generation and they are within the domain of women. When a women controls the household income, the family benefits. The dairy women also come across many problems in performing their responsibilities in management of dairy farming.

Dairy women who are progressive, can not be identified as dairy farming entrepreneurial but those who are having entrepreneurship are essentially progressive dairy women. The term `entrepreneur' can be defined as 'creative' and `innovative' response to the environment. The entrepreneur is an economic women who strives to maximise her profits by adopting innovation. Essentially, an entrepreneur one who creats something new, undertakes risks, organises production and handles the economic uncertainty.

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The role of profile is very crucial in understanding the human action. Entrepreneurial behaviour takes place in situation and it has therefore, profound influence on the individual action. The social system of which individual is member has dominant effect on the entrepreneurial behaviour.

Various dairy farming management technologies are accepted and utilised by the dairy women for their betterment. The acceptance and utilisation of these technologies are the resultant of human action. These human actions are in the form of entrepreneurial behavioural changes for the betterment in every walk of life. Hence, the acceptance and utilisation of technologies is kind of decision making and has been conceptualise as involvement of the dairy women in dairy farming management.

Therefore, the decision of dairy women in dairy farming is influenced by many factors like personal, social, economical and situational. The entrepreneur is a crucial fator in the socio-economic and situational change who envisages new opportunities, new techniques, new lines of production and also co-ordinates with various other activities. She is a women with a will to act, and to bring about changes through organisation of human efforts, with the following objectives :

(1) To study the profile of dairy women.

(2) To determine the relationship between the characteristics of dairy women influencing their entrepreneurial behaviour.

(3) To understand and sort out the problems and suggestions of dairy women to improve the dairy farming.

MATERIALS AND METHODS

The study was conducted in Mehsana district of Gujarat during the *rabi* 1994-95 out of eleven talukas of Mehsana district, three talukas namely, Mehsana, Vijapur and Kalol were selected purposely by applying scale developed for measuring the entrepreneurial behaviour of dairy women. From the each talukas, five villages were purposively selected based on the multistage random sampling technique. The ex-post facto research design was selected, the sample size decided for the study was 225 dairy women on the basis of variability in population existing. The research procedure consisted of dependent (entrepreneurial behaviour) and independent variables namely; age, education, type of family, size of family, landholding, herd size, fodder crops area, social participation, dairy income, dairy experience. The selected dairy women were personally interviewed with the help of interview schedule. The statistical procedure like frequencies, percentage, arithmatic mean and correlation were used to analyse the data for simple comparisions and classification of the respondents into different categories. The correlation to measure the degree of association between the dependent and independent variables.

RESULTS AND DISCUSSION

Profile of the dairy women

The profile of the dairy women in which independent characteristic are presented in Table 1. It is clear from Table 1, that about half of the respondents (48.89 per cent) were found in young age group had middle education (30.67 per cent), joint family (51.56 per cent), size of family observed in middle size (64.89 per cent), marginal farmers (37.33 per cent) and had upto 0.20 ha low cultivation area of fodder crops (40.89 per cent). Further, they had upto 10 years dairy farming experience (53.78 per cent), medium herd size (63.56 per cent), majority in medium group of dairy farming income (72.44 per cent) and were members of one organisation (42.67 per cent). Most of the (11.56 per cent) respondents were in medium group of milk yield and further, most of the respondents were (70.66 per cent) in medium infrastructural experience group of the dairy women.

TABLE 1

Distribution of respondents according to their profile.

Sr. No.	Characters	Number	Per cent
(1)	**Age**		
	Young (upto 35 years)	110	48.89
	Middle (Between 36-50 years)	99	44.00
	Old (above 50 years)	16	7.11
(2)	**Education**		
	Illiterate (No education)	44	19.56
	Primary education (Upto IV standard)	40	17.78
	Middle education (V to VII standard)	69	30.67
	Secondary education (VIII to Xth standard)	63	28.00
	Higher secondary education (XI to XIIth standard)	6	2.66
	College level education (above XIIth standard)	3	1.33
(3)	**Family Type**		
	Nuclear family	109	48.44
	Joint family	116	51.56
(4)	**Family Size**		
	Small size (Upto 4 members)	44	19.56
	Middle size (5 to 9 members)	146	64.89
	Large size (above 9 members)	35	15.55
(5)	**Farm Size**		
	Marginal farmers (Upto 1.00 ha)	84	37.33
	Small farmers (1.1 to 2.00 ha)	65	28.89
	Medium farmers (2.1 to 5.00 ha)	57	25.33
	Big farmers (above 5.00 ha)	19	8.45
(6)	**Fodder Crops Area**		
	No cultivation	1	00.44
	Low cultivation (upto 0.20 ha)	92	40.89
	Medium cultivation (0.21 to 0.40 ha)	55	24.45
	High cultivation (above 0.40 ha)	77	34.22
(7)	**Dairy Farming Experience**		
	Low (Upto 10 years)	121	53.78
	Medium (11 to 20 years)	91	40.44
	High (above 20 years)	13	5.78
(8)	**Herd Size**		
	Small size (1 to 3 animals)	16	7.11
	Medium size (4 to 10 animals)	143	63.56
	Large size (above 10 anuimals)	66	29.33

1.	2.	3.	4.
(9)	**Income from Dairy Farming**		
	Low (Upto Rs. 37 thousands)	37	16.44
	Medium (37.1 to 112 thousand)	163	72.44
	High (above Rs. 112 thousand)	25	11.12
(10)	**Social Participation**		
	No participation	113	50.22
	Low participation (Member of 1 organization)	96	42.67
	Medium participation (Member of more than one organization)	15	6.67
	High participation	1	0.44
(11)	**Milk Yield**		
	Low (Upto 303 index)	39	17.33
	Medium (304 — 930 index)	161	71.56
	High (above 930 index)	25	11.11
(12)	**Infrastructural Experience**		
	Low (upto 45 score)	33	14.67
	Medium (46 to 60 score)	159	70.66
	High (above 60 score)	33	14.67

TABLE 2

Distribution of respondents by their entrepreneurial behaviour.

Category *E. B. score*	*Frequency*	*Percentage*
Low (Upto 53)	23	12.89
Medium (53.1 – 68)	162	72.00
High (above 68)	34	15.11
Total :	225	100.00

$\bar{X}$ = 60.72 S. D. = 7.68 C. V. % = 6.09

Where as dependent character; entrepreneurial behaviour score is presented in Table 2 revealed that majority (72 per cent) of the dairy women exhibited medium level of entrepreneurial behaviour. The almost nearly equal no. of the dairy women were low (12.29 per cent) and high (15.11 per cent) level of entrepreneurial behaviour group.

TABLE 3

Correlation coefficient between personal, socio-economic and situational characteristics of dairy women and their entrepreneurial behaviour.

N = 225

Sr. No.	*Variable*	*Correlation ('r' value)*
1.	Age	-0.0248 N.S.
2.	Education	0.3442 **
3.	Type of family	0.2716 **
4.	Family size	0.2870 **
5.	Land holding	0.3581 **
6.	Fodder crops area	0.0362 N.S.
	Herd size	0.2342 **
	Social participation	0.1913 **
	Infrastructural experience	0.3025 **
10.	Dairy farming experience	0.9175 **
11.	Income from dairy farming	0.9360 **
12.	Milk yield	0.9152 **

N. S. = Non significant

** = Significant at 1 per cent level of probability.

It can be concluded that the majority (72 per cent) of the respondents have medium level of entrepreneurial behaviour. This might be due to the similar pattern of working situations like; with cross bred cow, availability of green fodder and market in which they were working.

It is cleared from Table 3 that, out of 12 independent variables, 10 variables were found to be positively and significantly related with entrepreneurial behaviour of dairy women. Those, were education, type of family, size of family, landholding, dairy farming experience, herd size, dairy income, social participation, milk yield and infrastructural experience. The calculated correlation coefficient of these attributes was found statistically highly significant at 1 per cent level of probability.

This might be due to the fact that these 10 characters were dependent upon each other and the absence of any one of them affects the whole system of dairy farming business. Dairy farming total depends on these characters.

This finding is in line with the finding o Chari (1985).

Problems and Suggestion by the Dairy Women

Problems faced by the dairy women : As stated in Table 4, the dairy women have reported various problems in dairy farming. Among these, the important ones were low milk price, costly management, high cost of milch animals, unsuitable climate for cross bred cow, improper oestros cycle, lack of technical know-how about breeding, feeding, management and health care of milch animals and loan procedure is too much tedious, which were rank first, second, third, fourth, fifth, sixth and seventh respectively. It is surprising to note that none of the respondents had faced the problems like; far away artificial insemination centre and non-availability of veterinary service. This clearly reveals that artificial insemination and health care services provided by the Dudhsagar dairy and I.C.D.P. were quite satisfactorily.

TABLE 4

Problems faced by the dairy women.

N =225

Sr. No.	*Problems*	*Number*	*Per cent*	*Rank*
1.	Low milk price	220	97.78	II
2.	High cost of milch animal	170	75.56	III
3.	Costly management	215	95.56	I
4.	Unsuitable climate for cross bred cow	165	73.33	IV
5.	Improper oestrus cycle	150	66.67	V
6.	Lack of technical know how about breeding, feeding, management and health care on milch animals.	120	53.33	VI
7.	Low procedure is too much tedious	115	51.11	VII
8.	Artificial insemination centre being for away.	—	—	—
9.	Non availability of veterinary services.	—	—	—

TABLE 5

Suggesions from dairy women to overcome the problems experienced by them in dairy farming.

N =225

Sr. No.	Suggestions	Number	Per cent	Rank
1.	Loan should be provided to purchase milch animals.	205	91.11	III
2.	Milk price should be increased.	220	97.78	I
3.	Improved seeds of fodder crops should be provided	195	86.67	IV
4.	Cattle feed should be provided at reasonable price	210	93.33	II
5.	Extension needs to be strengthened for animal production activities.	150	66.67	VI
6.	Training should be given to dairy women.	175	77.78	V
7.	Technologies which are to be evolved by animal scientists should be simple, practicable, economical and based on local resources.	140	62.22	VII

Suggestion from the dairy women : As evident from the data presented in Table 5 that, milk price should be increased was the most important suggestion expressed by 97.78 per cent of the respondents and it occupied first rank. Secondly, majority of the respondents (93.33 per cent) suggested that cattle feed should be provided at reasonable price. It secured second rank. About 91.11 per cent of the respondents endorsed that loan should be provided to purchase milch animals and this suggestion occupied third rank. The suggestions such as providing improved seeds of fodder crops was reported by about 86.67 per cent of the respondents and occupied fourth rank.

From the above discussion, it can be concluded that important suggestions point out by the dairy women were milk price should be increased. Cattle feed should be available at reasonable price. Loan should be provided for the purchase of milch animals and seeds of improved varieties of fodder crops must be provided.

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