

## ATTITUDE OF FARM WOMEN TOWARD DAIRY ENTREPRENEURSHIP

V. S. Parmar<sup>1</sup>, M. K. Bariya<sup>2</sup> and P. S. Kapadiya<sup>3</sup>

1 Krishi Vigyan Kendra, JAU, Amreli - 365601

2 CoA, JAU, Amreli - 365601

3 Bull Mother farm, KU, Amreli - 365601

Email : vparmar801@gmail.com

### ABSTRACT

*In Amreli district of Saurashtra region, the present study was design to look into attitude of farm women toward dairy entrepreneurship. A list of farm women of Amreli districts was obtained from Amreli district co-operative Amar dairy. Out of this list, three talukas; Amreli, Kunkavav and Babra were purposively selected where more number of farm women engaged in livestock management practices. Five villages from selected talukas were selected at random constituting the total sample size of 150. Ex-post-facto research design was used in the present investigation. Study revealed that major constraints perceived by respondents were, lack of Entrepreneurial skills and ranked at first position followed by lack of start-up capital; lack of proper advice and guidance; non-availability of daily wage, laborers during cropping season; non availability of veterinary Service; high cost of quality concentrate feeds; high cost of labour.*

**Keywords:** Amreli district, dairy entrepreneur, constraints, farm women

### INTRODUCTION

Entrepreneur is an economic agent who plays a crucial role in the economic development of a country. Entrepreneurship is a new dimension of agriculture. The development of entrepreneurship is directly related to the socio-economic development of society (Chaurasiya *et al.*, 2015). India is an agriculture based country where dairy entrepreneurship is very significant occupation and it also compatible with their culture. As India has vast and diverse livestock resources, dairy farming plays an important role in the rural economy. A woman does more than 60.00 per cent animal husbandry operations like feeding, milking, sale of milk, etc. About 75.00 per cent rural women are engaged in animal husbandry occupation. That proves efficiency of animal husbandry sector for doorstep availability of domestic employment and thereby employment of women. (Anonymous, 2009). As we know Animal husbandry signifies as the second largest economical activity, next to agriculture, in rural areas. The livestock sector offers farmers and households in the state on a large scale of part-time and full-time employment prospects. It is an inherited and easiest profession for the semiskilled and unskilled personnel.

Women were taking part in different matters of dairy but when it comes to be entrepreneurship there were some constraints perceived by them as dairy entrepreneur. The success of entrepreneurship depends on various

influential factors, including the social, economic, religious, cultural and psychological factors (Mahammad *et al.*, 2021). Entrepreneurship development is a process. Thus, the entrepreneurial propensity of women farmers especially in rural areas is influenced by important traits of the entrepreneurial behaviour. It is essential to understand the entrepreneurial behaviour and also the factors influencing the entrepreneurial propensity.

In keeping mind the importance of women in dairy management practices. This investigation was planned with specific objectives; to study the attitude of farm women toward dairy entrepreneurship, relationship between profiles of farm women with their attitude towards dairy entrepreneurship, identify the constraints perceived by the farm women to be a dairy entrepreneur, explore suggestions from the farm women to overcome the constraints.

### OBJECTIVE

To know the attitude of farm women toward dairy entrepreneurship

### METHODOLOGY

The present study was conducted in Amreli district of Saurashtra region. A list of farm women of Amreli districts was obtained from Amreli district co-operative Amar dairy. Out of this list, three talukas; Amreli, Kunkavav and Babra

were purposively selected where more number of farm women engaged in livestock management practices. Five villages from each selected talukas were selected at random constituting the total sample size of 150.

**Table 1 : List of the villages from the respondents were selected for study**

Sr. No.	Name of Taluka	Name of Village	No. of respondents
1.	Amreli	Mota gokharvala	10
		Mota akadiya	10
		Rikdiya	10
		Sanosra	10
		Akadiya	10
2.	Kunkavav	Randan dadva	10
		Anida	10
		Mota devaliya	10
		Moti kukavav	10
		Mota devaliya	10
3.	Babra	Charkha	10
		Galkotdi	10
		Valardi	10
		Chamardi	10
		Kunvargadh	10
<b>Total</b>			<b>150</b>

*Ex-post-facto* research design was used in the present investigation. The interview schedule was developed keeping in view the specific objectives of the study and the data was collected by survey method during 2018-19.

Constraints refer as the items of difficulties as perceived by the respondents to become dairy entrepreneur. Percentage was worked out for each of the constraints and overall ranks were assigned on the basis of percentage. Based on the constraints perceived by the respondents to become dairy entrepreneur, possible suggestions were seek from them. Percentage was work out for each suggestion and overall ranks were assigned on the basis of percentage.

**RESULTS AND DISCUSSION**

The data presented in Table -2 shows that 32.67 per cent of the respondents had favorable attitude towards dairy entrepreneurship followed by 29.33 per cent and 17.33 per cent had strongly favorable and moderate attitude towards dairy entrepreneurship, respectively. Majority of respondents (62.00 per cent) had favorable attitude towards dairy entrepreneurship. The probable reason might be that in addition to their household activities farm women actively involved in dairy farming and also have long experience in dairy due to family history of animal husbandry practices

**Table 2 : Attitude of farm women toward dairy entrepreneurship (n=150)**

Sr. No.	Level of Attitude	F	Percentage
1.	Strongly unfavorable (Score 38 to 43.2)	16	10.67
2.	Unfavorable (Score 43.3 to 48.4)	15	10.00
3.	Moderate (Score 48.5 to 53.6)	26	17.33
4.	Favorable (Score 53.7 to 58.8)	49	32.67
5.	Strongly Favorable (Score 58.9 to 64)	44	29.33

and higher economical motivation. Moreover, might be they realize that to be self-reliant in society dairy entrepreneur is best choice. Similar finding was observed by Yadav *et al.* (2014) in Mandi district of Himachal Pradesh, Patel *et al.* (2014) and Asha *et al.* (2021) Ramanagara District of Karnataka.

**Table 3 : Relationship between profiles of farm women with their attitude towards dairy entrepreneurship (n=150)**

Sr. No.	Variable	Correlation
X <sub>1</sub>	Age	-0.0155 NS
X <sub>2</sub>	Education	0.0289 NS
X <sub>3</sub>	Size of family	0.0385 NS
X <sub>4</sub>	Land Holding	-0.0328 NS
X <sub>5</sub>	Social participation	0.2637**
X <sub>6</sub>	Experience	0.1624*
X <sub>7</sub>	Innovativeness	0.2433**
X <sub>8</sub>	Information Source	0.4888**
X <sub>9</sub>	Herd Size	0.1730*

Note: - \* Significant at 0.05 level, \*\* Significant at 0.01 level, NS Non significant

The data pertaining to the relationship between the profile of the respondents and their attitude towards entrepreneurship presented in table: 3 clearly indicate that social participation (0.2637), innovativeness (0.2433) and information source (0.4888) were highly significantly correlated with the attitude towards dairy entrepreneurship. So it can be concluded that social participation, innovativeness and source of information highly influence the attitude of the respondents towards dairy entrepreneurship. The probable reason might be the fact that social participation increased general exposure about dairy entrepreneurship and due to innovativeness and good source of information, respondent's

quick response to improve technology which influence attitude significantly highly. With better social participation, an individual developed more access to extension agencies, mass media and development organizations to get higher profit from enterprise also provide opportunities and potential to try and adopt technological innovations which in turn reflect on the entrepreneur behavior. Similar finding was observed by Palmurugan *et al.*, 2008, Ram *et al.*, (2012); Patel *et al.* (2020) and Mahammad *et al.* (2022).

Experience (0.1624) and herd size (0.1730) were found significantly correlated with the attitude towards dairy entrepreneurship. From the above findings, probable reason might be summarized that experience brings confidence in respondents, when one develop self confidence, it will turn a positive attitude towards dairy entrepreneurship and in case of herd size, it might be inferred that increase herd size of farm women lead to favorable attitude towards dairy entrepreneurship.

**Table 4 : Constraints perceived by the farm women to be a dairy entrepreneur**

(n=150)

Sr. No.	Constraints	F	Percentage	Rank
1	Unavailability of pure breeds	58	38.67	XIII
2	High cost of quality concentrate feeds	122	81.33	VI
3	Non availability of veterinary Service	132	88.00	V
4	Unavailability of loan at low rate	108	72.00	IX
5	Lack of start-up capital	138	92.00	II
6	Lack of proper advice and guidance	136	90.67	III
7	Lack of Entrepreneurial skills	142	94.67	I
8	Fear of failure and criticism	118	78.67	VIII
9	Marketing problems	104	69.33	X
10	Non remunerative price for milk	92	61.33	XII
11	High cost of labour	120	80.00	VII
12	Non-availability of daily wage, laborers during cropping season	135	90.00	IV
13	Lack of technical know-how about feeding and health management aspects	98	65.33	XI

The data presented in Table - 4 revealed that major constraints perceived by respondents were lack of Entrepreneurial skills (94.67 per cent) and ranked at first position followed by lack of start-up capital (92.00 per cent); lack of proper advice and guidance (90.67 per cent); non-availability of daily wage, laborers during cropping season (90.00 per cent); non availability of veterinary Service (88.00 per cent); high cost of quality concentrate feeds (81.33 per cent); high cost of labour (80.00 per cent); fear of failure and

criticism (78.67 per cent); unavailability of loan at low rate (72.00 per cent); marketing problems(69.33 per cent); Lack of technical know-how about feeding and health management aspects (65.33 per cent); Non remunerative price for milk (61.33 per cent); Unavailability of pure breeds (38.67 per cent) which ranked at II,III,IV,V,VI,VII,VIII,IX,X,XI,XII and XIII position respectively. Some of the similar constraints were also identified in the past by Khoveio *et al.* (2012), Patel *et al.* (2012) and Mariammal *et al.* (2017).

**Table 5 : Suggestions from the farm women to overcome the constraints**

(n=150)

Sr. No.	Suggestion	F	Percentage	Rank
1	Low rate loan provided by government	102	68.00	VI
2	Timely Veterinary Service provided by government	135	90.00	II
3	Entrepreneur training provided to farm women	138	92.00	I
4	Concentrate feeds available low price	123	82.00	IV
5	Regular guideline on dairy enterprise provided by expert	94	62.67	VII
6	Mechanization facility provided by dairy	62	41.33	VIII
7	Fair price of milk should be provided	130	86.67	III
8	Awareness of government schemes related to dairy occupation should be available	106	70.67	V
9	Pure breed provided at subsidy base	61	40.67	IX

The data presented in Table - 5 revealed that major suggestion given by respondents were, entrepreneur training provided to farm women (92.00 per cent) and ranked at first position followed by timely veterinary service provided by government (90.00 per cent); fair price of milk should be provided (86.67 per cent); concentrate feeds available low price (82.00 per cent); awareness of government schemes related to dairy occupation should be available (70.67 per cent); low rate loan provided by government (68.00 per cent); regular guideline on dairy enterprise provided by expert (62.67 per cent); mechanization facility provided by dairy (41.33 per cent); pure breed provided at subsidy base (40.67 per cent) which ranked at II, III, IV, V, VI, VII, VIII and IX position respectively.

## CONCLUSION

From the above study it can be concluded that major constraints perceived by farm women were, lack of entrepreneurial skills, lack of start-up capital, lack of proper advice and guidance, non-availability of daily wage, laborers during cropping season and non availability of veterinary service. Dairy cooperatives and line department should be taken care about those problems which are the main constraints in dairy enterprise and facing by the majority of the farm women of Amreli district. Major suggestion given by farm women were, entrepreneur training provided to farm women and ranked at first position followed by timely veterinary service provided by government, fair price of milk should be provided and concentrate feeds available low price. The suggestions offered by the dairy farm women may be implemented by the authority and concerned action agencies for better and successful development of dairy entrepreneur. Here Krishi Vigyan Kendra should play vital role arranging empowerment training and scientific management training of livestock.

## CONFLICT OF INTEREST

All authors declare that they have no conflict of interest.

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