



Role of Women Entrepreneurs in Dairy Sector With Special Reference to Thrissur District of Kerala

KEYWORDS

Women entrepreneurs, Dairy Sector, Participation, Motivational Factors
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ABSTRACT Women entrepreneurs play a vital role in India, particularly in Dairy industry. It is one of the important enterprises which fortify the economic activities of the women in the areas of Thrissur district of Kerala. The objective of the study was to find out the role and the involvement of women in dairy industry. It also focuses on the motivational factors that propel women to undertake such profession. The study was carried out in Madakkathara and Vellanikkara panchayat of Thrissur district in Kerala. Structured questionnaire, interviews and observations were used for collecting primary data. 65 women entrepreneurs from dairy farming were selected on the basis of their involvement in dairy farming and broadly categorized into five aspects as feeding, management, breeding, health care and processing of milk. And motivational attributes were measured on five point Likert scale. The analysis was done by using statistical tools like weighted average and simple percentage. The study revealed that women participation was maximum in caring of pregnant animals; followed by feeding, care of new born and sick animals, fodder collection, cleaning etc. It also concluded that family support and dairy income were the main motivational factors which insist women to take up dairying

Introduction

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They also contribute towards the growth of the economy. Self determinations, expectation for recognition, self-esteem and career goal are the key drivers for taking up entrepreneurship by women.

Dairying is an important means of livelihood to millions of rural farmers. Increasing demand for milk and milk products in recent years intensifies dairy farming as profitable enterprise for women (Mohapatra, et al. 2012). The government of India report indicates that 85 percent of rural women are engaged in livestock production. (Viswanathan 1989). Milk production and processing of milk play a vital role in India's agricultural economy. Dairy enterprise has been regarded as an important socio economic instrument to supplement the income and employment to the women. Women generally contribute more labour inputs in areas of fodder cutting, watering, cleaning of animals and their sheds etc reported by Arshad, et al. (2013). Milking the animals and milk processing has also been attributed to the women folks to a greater extent. Manure collection, preparation of dung cakes maintenance of animal sheds etc are some of the exclusive activities of rural women. The present study was designed with specific objective to study the role and extent of involvement of women entrepreneurs in dairying; it also focused on the motivational factors which influence the women to start up dairy farming. Contribution of farm women in dairy production activities was studied with respect to their percentage of involvement in farming activities.

Materials and methods

The present investigation was designed to study the role and participation of women entrepreneurs in dairy farming. The study was conducted in Madakkathara and Vellanikkara Panchayat of Thrissur District in Kerala. 65 dairy women

farmers were selected by survey research method on the basis of milk procurement through Vellanikkara Madakkathara Ksheera Vyavasaya Sangam in Madakkathara panchayat of Thrissur District. They were interviewed through a reliable and validated interview schedule. Contributions of women in dairy activities were studied with respect to their involvement in dairy activities like feeding, management, breeding, health care and processing of milk. And the motivational factors like family Support, dairy Income and developmental Schemes from funding agencies were collected on five point Likert scale.

A systematic and well structured interview schedule, questionnaire and observations were used for primary data collection. In designing the questionnaire the orders of the questions was specially taken care of so that farmers may easily provide the required information with confidence. Mandatory information's also collected from secondary sources like departmental documents, dairy societies and the milk collection centers of selected villages. Following the completion of the data collection, the collected data were coded, tabulated, classified and further categorized for systematic statistical analysis. Simple percentage method was adopted to expose the involvement of women in dairy activities. And a five point Likert scale was used (1 being very low and 5 being very high) to find out the main motivational attributes which propel women entrepreneurs to take up dairy farming. In order to determine weighted score, the frequencies were multiplied with the corresponding score value allotted to each category of the scale and ranking was done on the basis of weighted score. The results were interpreted accordingly.

Results and Discussions

Table 1

Participation of Women in dairy farming			
Sl No	Activities	No of respondents(65)	Percent-ages
1	Feeding		
1	Taking animals for grazing	53	81.53

Participation of Women in dairy farming			
Sl No	Activities	No of respondents(65)	Percentages
2	Frequency of feeding minerals	61	93.84
3	Fodder collection	59	87.69
4	Silage or hay making	30	46.15
5	Mixing green fodder with roughage	46	70.76
6	Quantity of green fodders to be fed	59	87.69
7	Storage of feed & fodder	43	66.15
II	Livestock Management		
1	Animals are to be kept in shed or in open land	60	92.3
2	Washing & grooming of animals	57	87.69
3	Cleaning of cow dung from Sheds	56	86.15
4	Collection of manure	58	89.23
5	Milking	61	93.84
6	Weaning of calves	60	92.3
7	Colostrum to be fed to the new born calf or not	44	67.69
III	Breeding		
1	Adoption of Artificial Insemination	5	7.69
2	Taking animals for Artificial Insemination	45	69.23
3	Taking animals for natural service	39	60
4	Pregnancy diagnosis	46	70.76
5	Treatment of animals with reproductive disorders	31	47.69
IV	Health Care		
1	Vaccination/Medication	49	75.38
2	Treatment and care of sick animals	60	92.3
3	Care of new born	61	93.84
4	Care of pregnant animals	63	96.92
V	Processing of milk		
1	Milk Processing	60	92.30
2	House hold consumption of milk	65	100
3	Supply of Surplus milk	38	58.46
4	Supply of milk products	59	90.76

Feedings are normally performed by women. They were responsible for the tasks like taking the animals for grazing, fodder collection, chaffing and storage of fodder etc.

The study revealed that 93.84 percent and 81.53 per cent of women were involved in feeding of animals and taking animals for grazing respectively was also reported by Toppo et.al.(2004). From the observations it was understood that the matters like fodder collection (87.69%), quantity of green fodders to be fed (87.69%), mixing green fodder with roughage (70.76%), and storage of feed & fodder (66.15%) were also done by women than men. Similar findings were reported by Jain and Verma (1992) and Rathod et al.(2011). From the observations of the various feeding

activities, silage/hay making were the only area where the women involvement found to be less because of its physical attention and not aware of the importance of silage making.

Livestock Management has considerable importance in dairy farming. There are some important components like weaning of calves, keeping the animal in open or in shed, shed cleaning, collection of manure, regular and timely milking, were done by women in an appreciable manner (Arshad, et al. (2013). Collected data clearly indicates that majority of the respondents participated in almost all livestock management activities.

The study revealed 93.84 percent and 92.3 percent of women were involved in the activities like milking and weaning of calves. Similar finding were reported by Rathod et al. (2011). Likewise more than 85% of women were involved in all livestock management activities like keeping the animal in shed or open land, washing and grooming of animals and cleaning of cow dung from sheds or preparation of cow dung cakes and collection of Manure. Similar findings were observed by Jain and Verma (1992) and Sarma et al. (2002). Only 67.69 percent of women were engaged in colostrums feeding where they usually seek the help of men.

Breeding: Women participation in breeding activities of dairy animals was found comparatively lesser with other activities. In fact they were playing behind the curtain. Most of the breeding activities are outdoor activities which require the animal to be taken outside the home to the veterinary hospital. This might be the reason of poor participation in breeding activities by the women.

The study revealed that 70.76%, 69.23% and 60 % of farm women were actively engaged in taking animals for pregnancy diagnosis, artificial insemination and natural services respectively. Similar findings were also reported by Dubey et al. (1982) and Singh (2003). Moreover the study indicates less participation of women in adoption of AI (7.69%) and treatment of animals with reproductive disorders (47.69%) Sarma et al (2002).

Health care: Women were actively participated in health care activities as they learnt the things by seeing and out of experience though they were not having technical knowledge.

The study revealed that 96.92% and 93.84% of women were engaged in health care of pregnant animals and new born respectively. 92.3 percent of respondents looked after the treatment of sick animals was exclusively performed by farm women (Rathod et al. 2011, and Rangnekar et.al. 1992). Numbers of respondents were comparatively lesser in taking animals for vaccination or medication (75.38%). Similar findings were reported by researchers Tripathi and Bhanja (2000)

Processing of milk: 92.30% of the milk processing activities were done by women (Arshad, et al. 2013). 100% of the respondents agreed with the matter of consumption of milk for their own household purpose. The surplus milk was supplied to the nearby houses as well as to the collection society named Vellanikkara Madakkathara Ksheera Vyavasaya Sangam. The famers were paid on the basis on the fat and SNF.

Only 58.46 percent of the women performed the supply

of surplus milk to the nearby houses and collection centre. Women participation was less as compared to men in supplying surplus milk, because it needs physical attention. The type of milk product to be made from surplus milk was also decided by women themselves. 90.76 per cent of women involved in milk processing activities like ghee making and butter preparation and were sold to the nearby houses similar findings were reported by Toppo et. Al. (2004).

Ranking of Motivational factors that influence women to start up Dairying;

Respondents were interviewed to assess the motivational attributes of women in performing various tasks related to dairy activities. Using five point Likert scale the weighted scores were computed by multiplying the score value allotted to each category of the scale with the frequency counts. Rank order and simple percent method are presented in Table 2.

Family support is very essential to start up an enterprise. Lack of support from the family or husband can and does stop women from going out of the house to generate an income. And it will highly demotivate woman entrepreneur.

The study indicated that, 44.61 percent and 30.76 percent of respondents were highly satisfied and satisfied with regard to the support from family. 13.84 percent of women entrepreneurs stand neutral. About 10 percent of the respondents were not satisfied with the support from family.

Income from dairying is a big motivational factor to women entrepreneurs. It is the desire or need to excel in reaching a certain goal. Naturally farmers with 1-2 milch cattle and a small land holding will have the desire to extend their farm and to increase their economic levels, which might be the reason for the achievement. They usually spend their profits for development of dairying, savings and family expenses. This highlights the importance of dairy cattle to the families in Madakkathara and Vellanikara Panchayat of Thrissur District.

More than 50 percent of the respondents were satisfied with the profit from dairy farming. But 33.84 percent, 9.23 percent and 3.07 percent of respondents were not much appreciated with the profit because of occasional diseases, lack of financial support, lack of developmental schemes etc. They stand in neutral and were dissatisfied and highly dissatisfied respectively.

Developmental schemes from funding agencies for women entrepreneurs in dairy sector are good, but the more than

65 percent of the respondents were not much appreciated, because they haven't received any kind of subsidies during occasional diseases. More over the respondents were not familiar with the developmental schemes

40 percent and 32.8 percent of the respondents were dissatisfied and highly dissatisfied with the agencies approach towards developmental schemes and they also complained that, subsidies are not reaching to the deserving hands in right time. 16.92 percent of respondents were in neutral. Only 10 percent of the respondent satisfied with the developmental schemes

Table 2

Factors which motivate women in dairying								
Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Weighted average	Weighted Score	Rank
Motivational Factors								
Dairy Income	7 (10.76%)	30 (46.15%)	20 (30.77%)	6 (9.23%)	2 (3.07%)	233	3.58	2
Family Support	20 (44.61%)	20 (30.76%)	9 (13.84%)	5 (7.69%)	2 (3.07%)	264	4.06	1
Developmental Schemes from Funding Agencies	2 (3.07%)	5 (7.69%)	11 (16.92%)	26 (40%)	21 (32.30%)	136	2.10	3

Table 2 indicates that family support was the main motivational factor which propels women to take up such enterprise and followed by dairy income (Manimekalai et al. 2013). But developmental schemes were not much appreciated by them.

Conclusion

India has enormous potential for entrepreneurship development in terms of diversity of rural occupations. Livestock production is one of the promising sectors of entrepreneurship development in India. Women play a significant role in dairy farming. They spend more time in different activities of dairy farm by providing major labour inputs in the areas specially milk processing, Care of pregnant animals, collection of dung and caring of diseased animals, Cleaning of animals sheds, watering of animals, making feed concentrates and feeding of cattle's etc. The study also revealed that women entrepreneurs were satisfied with Family support and business profit. If they have received adequate training in dairy farming they can come across the hurdles what they are facing now.

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