



Profitable Milk Business Through Self Help Groups in Districts of Rajasthan

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ABSTRACT

It is said that India lives in villages since a large majority (74 per cent) of the families are dependent on agriculture with livestock constituting an integral role. Dairying is a very patent and easily operational source of increasing income of marginal farmers with their existing resource base. Dairying, being a self income generating enterprise, can meet the short-term requirements of the farmers for agriculture by providing regular income. The women's share of the work force and their contribution to total family income are substantial in households of lower economic strata.

The Self Employment avenue that can provide employment opportunities in Jaipur District of Rajasthan is dairying and with the spread of milk chilling and storing technology all over the district, the demand for milk had increased. Krishi Vigyan Kendra-Jaipur had launched a programme to promote the level of awareness, skill and managerial ability required for the women to employ themselves gainfully in various fields since household dairying is the single largest activity in the rural areas where women can be gainfully employed. KVK-Chomu had launched a massive training and employment programme for women dairy farmers in Sandersar-Chomu Mahila Mandal of Jaipur District with a base of 100 women dairy farmers.

KEYWORDS

INTRODUCTION:

Empowerment strategy is emerging as a unique Indian response to the challenges of equality and development for women. For empowered it is essential to provide them access to information, knowledge, resources and power to make decisions. Women have survived with neglect and deprivation over centuries. For long they have not been regarded as equal partners in the development process. Even though no deliberate effort had been made to keep women out, yet through the process of evolution of society women got confined to the four walls of their domesticity and in the process were cut off from the main stream of development activities. The continuous neglect has led women becoming poorest among poor. Constant discouragement from their own family members as well as outside world incapacitated women and made them feel small and incapable for the world at large, since inter-cultural dialogue is a precondition for progress towards empowerment and sustainable livelihood.

Rural farm women are the most deprived in today's world. Even though they work the longest hours on farm and have achieve more with lesser resources, they are not recognized and appreciated for their contribution. They remain at the end of the distribution chain for productive resources and some sources despite being at the beginning of the food production chain. In the developing countries women are responsible for more than 55 per cent of the food grown and comprise 67 per cent of the agricultural labour forces. In India, 78 per cent of all economically active women are engaged in agriculture. Almost 50 per cent of rural female workers are agricultural labours and 37 per cent are cultivators.

Dairy Cooperatives have emerged as a boon for producers with poor resources and played a vital role in the success story of our dairy development. In Rajasthan, dairy cooperative development programme has been a remarkable success. Villagers who live in a distance of two km can conveniently pool up their milk in the collecting centre. Dairy Cooperatives at village level have been organized with the idea of managing millions of milch producers under the umbrella of cooperatives. Milk producers with small scale production constitute an important component of dairy.

Thus the economy of poor families depends greatly upon women's income and productivity. If women are made economically more productive it will reduce their dependency, enhance their status in the family and also contributes towards increasing aggregate labour productivity. Among the enterprises that have women's involvement, dairying and animal husbandry activities have their intense participation.

MATERIAL & METHODOLOGY:

Jaipur District in Rajasthan has a total population of 38,87,900. The rural population accounts for 241945. The agricultural labourers and cultivators are 40%. Women constitute 43.9% of agricultural labourers. Though agriculture is main occupation for majority of people in the district, because of rainfed farming and limited irrigation facilities, agriculture alone could not meet their requirements, which forced them to go in for a subsidiary occupation like milk production. KVK-Chomu organized training and employment programme for dairy farm-women in Sandersar-Chomu Mahila Mandal of Jaipur District with a base of 100 women dairy farming.

During the survey of villages to analyze need and problems, to help in relieving their financial problems, it was felt that group activities, group savings and income generating activities like dairying will be highly useful and viable propositions.

Methodology:

1. By encouraging women in SHG's empowerment process would be set in motion.
2. Building of communities with basic infrastructure for ensuring continuity of the dairy activity.

For various points identified, plan of action was also prepared for example to facilitate better marketing. Steps were taken for establishment of women development cooperatives, identification of vendors, establishment of milk collection centre etc.

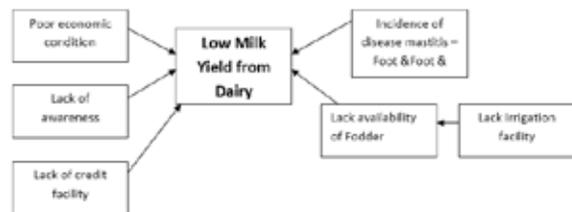
PROBLEM IDENTIFICATION MATRIX:

1. Lack of knowledge about the correct-time of insemination
- 82
2. Lack of credit facilities
- 83

- 3. High cost of Veterinary Medicines - 80
- 4. Lack of training facilities on the livestock management and health - 60
- 5. Low rate of literacy among the farm women - 62

(Scale: Very High 80-100, High 60-80, Low 0-60)

PROBLEM CAUSE DIAGRAM ON LOW RETURN FROM DAIRYING:



	Intervention	Plan of action
(1)	Inadequate market linkage	(i) Linkage with private dairies (ii) Establishment of Milk Collection Center (iii) Formation of SHGs
(2)	Low level of skills on household dairying	(i) Training to Beneficiaries (ii) Management techniques for handling of cross bred animals (iii) Awareness and motivation on Cross Bred Animals (iv) Group Discussions
(3)	Lack of Proper training facilities	Training of SHG members
(2)	Lack of credit facilities	Providing loans from different sources like nearby Bank
(3)	Irregular Payment from milk procuring agencies	(i) Linkages with private dairy in addition to Govt. Dairy (ii) Linkages with Local Vendors for timely collection of money

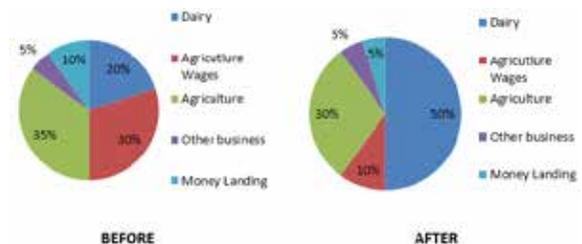
Various steps were followed to make dairying in women groups a successful enterprise. Initially 2 mandals i.e. Sander-sar & Ginoi were identified or the implementation of this programme. Total number of villages covered in these 2 mandals was 120. In these villages, group discussions were held to acquaint the beneficiaries with the details of the plan of programme implementation.

KVK trained women in preparing feed concentrate at home using locally available ingredients like wheat iron, oilseed cakes etc. in proper proportion, depending on the requirement of animals.

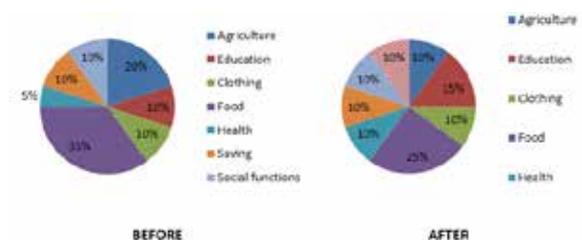
RESULTS & DISCUSSIONS:

Expenditure Pattern:

Before intervention of the Dairy Programmes, women were spending 30% of their activity towards agriculture labour. A very limited attention towards dairy activities was paid because of low capital base. After the implementation of the programme, 50% of their activities were towards dairying. The income raised through dairy was higher as compared to agriculture activity. The details of income & expenditure are shown in figures below:-



Before the implementation of the dairy programmes, the annual income of the beneficiaries was low (Rs. 10,000 – 12,000/- per year). Consequently, utilization of the amount towards different activities like food, social functions, clothing, health and education was also low (10-15%) after the implementation of the project, the annual income level has raised (Rs. 4,000 – 5,000/-). Hence, utilization of money towards different activities like Food, Health, Education, Creation of Asset, Saving etc. also improved considerably (15-25%). The details of livelihood analysis are given below:-



Before the intervention of the dairy activity, the beneficiaries utilized most of the time for the agriculture and household activities. After the intervention of the programme merely 35% of the time spent was on dairy activities, 15% on agriculture activities and 10% for labour activities. The remaining time is spent for household activities.

WOMEN AS MASTER TRAINER IN DAIRY:

KVK trained the women at village level to manage the day-to-day problems in dairy like clean milk production, feed and fodder management of cattle etc.

VACCINATION CAMPS:

Every year KVK, with support of the other organization, arranged Vaccination Camps where chemical diagnosis of repeat breeding case and treatment of various ailments were taken up.

NEW INNOVATIONS ADOPTED BY THE WOMEN IN DAIRY:

1. To prevent souring of milk during summer season, women keep milk in steel buckets hanging on wooden pole at 5-7 feet height from ground level.
2. To avoid coalesces in milk during summer days women use sodium-bi-carbonate before boiling.

SUMMARY & CONCLUSION:

KVK-Chomu increased the economic empowerment of rural women through dairy sector based on group approach. The major impact of these activities was increased average milk yield (one litre/animal/day) decrease in dry period and inter-calving period. Increase in average income gross income/ family by 38000/year and desirable changes in other social and economic parameters.