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## **GRT** **CONSTRAINTS FACED BY RURAL WOMEN DAIRY FARMERS IN VIRUDHUNAGAR DISTRICT**

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**Abstract:-**The phenomena of women entrepreneurship is largely confined to metropolitan cities and big towns in India. Most of the women entrepreneurs operate small scale units. However, women entrepreneurs are found in rural areas also. A rural women entrepreneur is a women or group of women who undertake to organize and run a farm in rural area. The women folk can easily be considered as backbone of any nation and better half of the man in almost all spheres of community exception. Rural women, who constitute about 50% of total rural population, play an active role in all spheres of economic life and contribute richly towards national income. Of the major rural enterprise, dairy enterprise has been regarded as an important instrument of economic and social change to supplement in income and employment to rural sector in general and rural women in particular.

**Keywords:**rural, women, entrepreneurs, dairy.

### **INTRODUCTION :-**

Women have a multiple role in animal husbandry. Their activities very widely ranging from care of animals, grazing, fodder collection, cleaning of animals and sheds to processing milk and livestock products. In livestock management, indoor jobs like milking, feeding, cleaning etc., are done by women in 90 percent of families while management of male animals and fodder production are affected by men. The dairy farming in India as traditionally practiced under mixed farming mode along with crop farming has been supplementary to the major occupation of crop family. The traditional system of cattle keeping served the purpose of requirement of cattle and buffalo males for farm work, utilization of crop byproducts which otherwise shall go waste, utilization of surplus family labour, meeting the family requirement of milk and products and through sale of animals. Keeping of few dairy animals also served as an insurance against crop failure.

In recent years, however, we are witnessing a trend towards the specialized dairy farming and commercialization in dairy enterprise, in which, the major share of income of the farmer is derived from the dairying. The dairying has been considered as a potential means of alleviation large scale unemployment, especially in rural areas. Woman play a key role in animal farm and home management. Successful dairy husbandry enterprise not may improve the socio-economic status of rural women, but also assure a sustained and assured means of income to supplement their income from the main enterprise. Hence the present study is has done with the following specific objectives.

### **OBJECTIVES OF THE STUDY**

1. To study the socio-economic profile of rural women dairy entrepreneurs.
2. To analyze the constraints in management of dairy enterprise and
3. To suggest appropriate measures for in becoming a successful entrepreneur.

## METHODOLOGY

In this section an attempt is made to prepare a methodology of the present study. It includes sample design, period of study and collection of data.

### SAMPLE DESIGN

Virudhunagar district comprises Sattur and Aruppukottai for the purpose of collecting primary data, block wise lists of dairy farmers were obtained from Virudhunagar Collector Office (DRDA) more than 80 percent of the dairy farmers were concentrated in blocks namely Sattur and Aruppukottai, 60 sample women dairy farmers from these 2 blocks were randomly selected by using proportionate probability sampling technique.

### PERIOD OF STUDY

The field study was conducted from October 2011 to December 2011 for the collection of primary data.

### COLLECTION OF DATA

Primary data have been used for the present study. The details regarding income, savings and they were relating to the overall objectives of the study were collected from the Sample members through direct personal interview below.

| 1.1 Socio status of rural women dairy entrepreneurs |                          |           |               |              |               |           |               |
|---|--------------------------|-----------|---------------|--------------|---------------|-----------|---------------|
| S.No.   | Particulars<br>Age group | Sattur    |               | Aruppukottai |               | Overall   |               |
|   |                          | Number    | %             | Number       | %             | Number    | %             |
| 1   | Young (18-35 Yrs)        | 16        | 40.00         | 12           | 60.00         | 28        | 46.67         |
| 2   | Middle (36-50 Yrs)       | 24        | 60.00         | 6            | 30.00         | 30        | 50.00         |
| 3   | Old (>5 Yrs)             | -         | -             | 2            | 10.00         | 2         | 3.33          |
|   | <b>Total</b>             | <b>40</b> | <b>100.00</b> | <b>20</b>    | <b>100.00</b> | <b>60</b> | <b>100.00</b> |
| 1.1 Educational Status                              |                          |           |               |              |               |           |               |
| 1   | Illiterate               | 20        | 50.00         | 10           | 50.00         | 30        | 50.00         |
| 2   | Primary                  | 14        | 35.00         | 4            | 20.00         | 18        | 30.00         |
| 3   | Middle school            | 4         | 10.00         | 2            | 10.00         | 6         | 10.00         |
| 4   | High school              | 2         | 5.00          | 2            | 10.00         | 4         | 6.67          |
| 5   | College                  | 0         | 0.10          | 2            | 10.00         | 2         | 3.33          |
|   | <b>Total</b>             | <b>40</b> | <b>100.00</b> | <b>20</b>    | <b>100.00</b> | <b>60</b> | <b>100.00</b> |
| 1.3 Marital Status                                  |                          |           |               |              |               |           |               |
| 1   | Married                  | 38        | 95.00         | 18           | 90.00         | 56        | 93.33         |
| 2   | Unmarried                | -         | -             | -            | -             | -         | -             |
| 3   | Widow                    | 2         | 5.00          | 2            | 10.00         | 4         | 6.67          |
|   | <b>Total</b>             | <b>40</b> | <b>100.00</b> | <b>20</b>    | <b>100.00</b> | <b>60</b> | <b>100.00</b> |

## RESULTS AND ANALYSIS

### SOCIO ECONOMIC PROFILE OF RURAL WOMEN DAIRY ENTREPRENEUR

#### Age distribution

The age distribution pattern of sample rural women prescribed in the above table indicated that about 60 percent of the rural women entrepreneurs belonged to the middle age group. Whereas in Aruppukottai, 60% of the rural women entrepreneurs in the young age group category, the average about 50 percent of the rural women entrepreneurs found in the middle aged group, in the study area.

#### Education status

The education level of the sample respondents presented in the above table indicates that in Sattur and Aruppukottai blocks, 50 percent of the rural women entrepreneurs were illiterates. Overall, half of the rural women dairy were illiterate and only 30 percent of them had schooling up to the primary level.

### Marital status

It could be seen from the above table that about 45 percent of the respondents in Sattur block and 90 percent of the respondents in Aruppukottai block were married and overall 93.33 percent of the rural women dairy entrepreneurs were married and 6.67 percent were widow in the study area.

Constraints faced by the rural women entrepreneur in management of dairy farm

The sample rural women dairy entrepreneurs have encountered many problems in management of their units viz- production, processing, marketing, technical and financial. Production problems

**Table 2.1**  
**Production problem faced by rural women dairy entrepreneurs (Percentage)**

| S.No. | Problems                                       | Sattur |       |       | Aruppukottai |       |       | Over all |       |       |
|-------|--|--------|-------|-------|--------------|-------|-------|----------|-------|-------|
|       |  | S      | M     | NS    | S            | M     | NS    | S        | M     | NS    |
| 1     | Low milk yield                                 | 45.00  | 40.00 | 15.00 | 30.00        | 50.00 | 20.00 | 40.00    | 43.30 | 16.70 |
| 2     | Poor fodder quality                            | 5.00   | 15.00 | 80.00 | 20.00        | 30.00 | 50.00 | 10.00    | 20.00 | 70.00 |
| 3     | Non-availability of fodder                     | -      | 20.00 | 80.00 | 10.00        | 70.00 | 20.00 | 3.30     | 36.70 | 60.00 |
| 4     | High cost fodder                               | 10.00  | 5.00  | 85.00 | 40.00        | 30.00 | 30.00 | 20.00    | 13.3  | 66.70 |
| 5     | Non-availability concentrated                  | 15.00  | 5.00  | 80.00 | 30.00        | 60.00 | 10.00 | 20.00    | 23.30 | 65.70 |
| 6     | High cost of concentrates                      | 95.00  | 5.00  | -     | 70.00        | 30.00 | -     | 86.70    | 13.30 | -     |
| 7     | Non-availability of veterinary services        | 95.00  | -     | 5.00  | 10.00        | 90.00 | -     | 66.70    | 30.00 | 3.30  |
| 8     | High cost veterinary services                  | 60.00  | 25.00 | -     | 10.00        | 90.00 | -     | 43.30    | 46.70 | 10.00 |
| 9     | Problem of water during summer                 | 5.00   | -     | 95.00 | 6.00         | 40.00 | 60.00 | 3.30     | 13.30 | 83.30 |
| 10    | Non-availability of grazing land               | 5.00   | -     | 95.00 | 60.00        | 50.00 | 20.00 | 10.00    | 20.00 | 70.00 |
| 11    | Non-availability of green fodder during summer | 100.00 | -     | -     | 100.00       | -     | -     | 100      | -     | -     |

S= Severe; M=Moderate; NS= Not Severe

The production problem presented in table 2.1 revealed that 90-95% of the respondents both in Sattur and Aruppukottai blocks reported that high cost of concentrates and non-availability of veterinary service were the severe problems and almost all the respondents in the study area opined that non-availability of green fodder during summer was the major problems in production of milk in their dairy unit. The overall view of the production problems in the study area revealed that high cost of concentrated was found to be the severe problem followed by non-availability of fodder during summer.

More than two-third proportion of respondents opined that non-availability of water during summer, grazing land, concentrate and fodder were not severe problems in dairy units.

### PROCESSING PROBLEMS

**Table 2.2**  
**Processing problem faced by rural dairy entrepreneurs (Percentage)**

| S.No. | Problems                                   | Sattur |       |       | Aruppukottai |       |       | Over all |       |       |
|-------|--|--------|-------|-------|--------------|-------|-------|----------|-------|-------|
|       |  | S      | M     | NS    | S            | M     | NS    | S        | M     | NS    |
| 1     | Low local demand for processed products    | -      | 5.00  | 95.00 | -            | 40.00 | 60.00 | -        | 16.7  | 83.30 |
| 2     | Low prices for processed products          | -      | 15.00 | 85.00 | -            | 30.00 | 70.00 | -        | 20.00 | 80.00 |
| 3     | Market for processed products              | 65.00  | 15.00 | 20.00 | -            | 40.00 | 60.00 | 43.30    | 23.30 | 33.30 |
| 4     | High cost of processing (Time and money)   | -      | 5.00  | 95.00 | -            | 20.00 | 80.00 | -        | 10.00 | 90.00 |
| 5     | Low remunerative new of processing of milk | -      | 10.00 | 90.00 | -            | 20.00 | 80.00 | -        | 13.30 | 86.70 |
| 6     | Lack of processing technology              | 100.00 | -     | -     | 100.00       | -     | -     | 100.00   | -     | -     |
| 7     | Lack of storage facility                   | 100.00 | -     | -     | 100.00       | -     | -     | 100.00   | -     | -     |

S= Severe; M=Moderate; NS= Not Severe

Processing problems presented in table 2.2 revealed that almost all the beneficiaries in both Aruppukottai Sattur block reported that lack of knowledge in processing technology and lack of storage facility were the severe problem and 65 percent and 40 percent in Sattur and Aruppukottai block faced the problem of market for processed products severely. The overall view of processing problem in the study is revealed that all the respondents felt that lack of knowledge of processing technology and storage facility was the severe problems.

### Marketing problem

**Table 2.3**  
**Marketing problem faced by rural women dairy entrepreneurs (Percentage)**

| S.No. | Problems                                  | Sattur |       |        | Aruppukottai |       |        | Over all |       |        |
|-------|---|--------|-------|--------|--------------|-------|--------|----------|-------|--------|
|       |   | S      | M     | NS     | S            | M     | NS     | S        | M     | NS     |
| 1     | Less local demand for milk                | 25.00  | 50.00 | 25.00  | 10.00        | 60.00 | 30.00  | 20.00    | 53.30 | 26.70  |
| 2     | Low price of milk                         | 15.00  | 80.00 | 5.00   | 40.00        | -     | 60.00  | 23.30    | 73.30 | 3.30   |
| 3     | High transport cost                       | -      | -     | 100.00 | -            | -     | 100.00 | -        | -     | 100.00 |
| 4     | Milk marketing requires more time         | -      | -     | 100.00 | -            | -     | 100.00 | -        | -     | 100.00 |
| 5     | Sale in credit                            | -      | -     | 100.00 | -            | -     | 100.00 | -        | -     | 100.00 |
| 6     | Wastages in retails sale                  | -      | -     | 100.00 | -            | -     | 100.00 | -        | -     | 100.00 |
| 7     | No scientific storage facility in village | 100.00 | -     | 100.00 | 100.00       | -     | -      | 100.00   | -     | -      |

S= Severe; M=Moderate; NS= Not Severe

The marketing problems presented in table 2.3 revealed that all most all the respondents in both Sattur and Aruppukottai block in Virudhunagar district reported that non availability of scientific storage facilities in village as a severe problem. Over all view of the marketing problem in the study area revealed that non availability of scientific storage facility in village was found to be a severe problem.

#### Technical constraints

**Table 2.4**  
**Technical Constraints faced rural women dairy entrepreneurs (Percentage)**

| S.No. | Problems                   | Sattur |       |       | Aruppukottai |       |       | Over all |       |       |
|-------|----------------------------|--------|-------|-------|--------------|-------|-------|----------|-------|-------|
|       |                            | S      | M     | NS    | S            | M     | NS    | S        | M     | NS    |
| 1     | Low scientific knowledge   | 15.00  | 80.00 | 5.00  | 10.00        | 50.00 | 40.00 | 13.30    | 70.00 | 16.7  |
| 2     | Low technical guidance     | 10.00  | 85.00 | 5.00  | 10.00        | 50.00 | 40.00 | 10.00    | 73.3  | 16.70 |
| 3     | More incidence of diseases | 45.00  | 25.00 | 30.00 | 0.00         | 10.00 | 90.00 | 30.00    | 20.00 | 50.00 |
| 4     | Poor conception            | 5.00   | 50.00 | 45.00 | 10.00        | 10.00 | 80.00 | 6.70     | 36.7  | 56.7  |

S= Severe; M=Moderate; NS= Not Severe

Technical constraints faced by rural women dairy entrepreneurs presented in the table 2.4.revealed that 45 percent of the respondents in Sattur block reported the problem of more incidence of disease severely. About 80 to 85 percent entrepreneurs in Sattur and 50 percent in Aruppukottai block viewed for scientific technical guidance under moderate category. The overall view of the technical problems in the study area revealed that more incidence of diseases (30%) followed by low scientific knowledge (13.3) and low technical guidance (10%) were viewed under severe category.

#### Financial constraints

##### Problems in getting financial assistance

| S.No. | Problem                                    | Sattur    |               | Ar uppukottai |               | Overall   |               |
|-------|--|-----------|---------------|---------------|---------------|-----------|---------------|
|       |  | Number    | %             | Number        | %             | Number    | %             |
| 1     | Availability of long term finance          | 17        | 35.00         | 8             | 40.00         | 22        | 36.67         |
| 2     | Regulated frequent need to working capital | 6         | 15.00         | 4             | 20.00         | 10        | 16.67         |
| 3     | Long procedure to avail financial help     | 20        | 5.00          | 8             | 40.00         | 28        | 46.68         |
|       | <b>Total</b>                               | <b>40</b> | <b>100.00</b> | <b>20</b>     | <b>100.00</b> | <b>60</b> | <b>100.00</b> |

Finance is a most important aspect of any business. Non-availability long term finance, regular and frequent need of working capital and long procedure to avail finance help were found to be the financial constraints faced by the rural women dairy entrepreneurs from the table 2.5 cited that 35% of the respondents facing the problem non-

availability of term finance in Sattur block and 40 percent in Aruppukkottai. The long procedure avail finance is the severe problem, 50 percent and 40 percent Sattur and Aruppukkottai blocks faced such problem. Policy implication

The implication based on findings to product dairy sector in the study area financial support should be provided to interested rural poor women. Establishment of veterinary hospitals, mobile clinic, dev of high yield breads, training regarding are treatment, provision of short term man of purchase of green fodder and concentrate and strengthening were some of the policy measures suggested by the study.

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