



CONSTRAINTS FACED BY RURAL WOMEN DAIRY FARMERS IN VIRU DHUNAGAR 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 an 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 diary 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 seller and Aruppukottai, 60 sample women dairy farmers from these 2 blocks were random 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 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
	Total	40	100.00	20	100.00	60	100.00
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
	Total	40	100.00	20	100.00	60	100.00
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
	Total	40	100.00	20	100.00	60	100.00

RESULTS AND ANALYSIS

SOCIO ECONOMIC PROFILE OF RURAL WOMEN DAIRY ENTREPRENEUR

Age distribution

The age distribution pattern of sample rural women prescribe in the above table indicated that about 60 percent of the rural women entrepreneurs belonged to middle age group. Where on in Aruppukottai, 60% of the Rural women entrepreneur in the young age group category the average about 50 percent of the rural woman entrepreneur found in 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. Over all half of the rural women dairy were illiterate and only 30 percent of them had schooling up to 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	40.0	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

PROCESSING PROBLEMS

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

SN	Problems	Sattur			Aruppukottai			Overall		
		S	M	NS	S	M	NS	S	M	NS
1	Low local demand for processed products	-	500	9500	-	400	600	-	167	8330
2	Low prices for processed products	-	1500	8500	-	3000	7000	-	2000	8000
3	Market for processed products	6500	1500	2000	-	4000	6000	4330	2330	3330
4	High cost of processing (line and energy)	-	500	9500	-	2000	8000	-	1000	9000
5	Low alternative use of processing of milk	-	1000	9000	-	2000	8000	-	1330	8670
6	Lack of processing technology	10000	-	-	10000	-	-	10000	-	-
7	Lack of storage facility	10000	-	-	10000	-	-	10000	-	-

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)

SN	Problems	Sattur			Aruppukottai			Overall		
		S	M	NS	S	M	NS	S	M	NS
1	Less local demand for milk	2500	5000	2500	1000	6000	3000	2000	5330	2670
2	Low price of milk	1500	8000	500	4000	-	6000	2330	7330	330
3	High transport cost	-	-	10000	-	-	10000	-	-	10000
4	Milk marketing requires more time	-	-	10000	-	-	10000	-	-	10000
5	Sale in credit	-	-	10000	-	-	10000	-	-	10000
6	Wastage in retail sale	-	-	10000	-	-	10000	-	-	10000
7	No scientific storage facility in village	10000	-	10000	10000	-	-	10000	-	-

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 Arupukottai 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		Aruppukottai		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
	Total	40	100.00	20	100.00	60	100.00

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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