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## PARTICIPATION OF WOMEN ENTREPRENEURS IN DAIRY SECTOR IN SALEM DISTRICT OF TAMILNADU



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### Short Profile

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### ABSTRACT:

In India entrepreneurship has gained huge prominence. The role of women entrepreneurs is very crucial as they play a critical role in improving the socio economic status of family. Dairy industry one such industry wherein there is a huge earning potential for women. The study was conducted in Salem district of Tamilnadu to know the participation of women entrepreneurs in dairy. Questionnaire cum interview schedule was designed to collect the data. Convenience sampling methods are used for this research with 200 respondents. Statistical tools used

for analysis such as simple percentage and weighted average. The present study suggested that women entrepreneurs should participate more in sale of milk & milk products as it will help to improve their social status.

### KEYWORDS

*Entrepreneurship, Dairy, Participation.*

## INTRODUCTION

Dairying has played a prominent role in strengthening India's rural economy. It has been recognized as an instrument to bring about Socio-economic transformation. A symbiotic relationship exists between agriculture and dairy farming. The agricultural by products provide feed and fodder for the cattle, whereas cattle provide necessary draught power for various agricultural operations, besides nutritional security and ready cash to farming families from sale of surplus milk. Dairying is crucial in providing employment and supplementary income to the bulk of rural families mainly women.

## REVIEW OF LITERATURE:

Neethu Lazar(2014)have identified that 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 . 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.

Parakash and Nikam et al(2011)have assessed that farm women handle most of the critical jobs and are considered to be main actors in small scale farming. Though women play a significant role in dairy farming their control over livestock and its products is very minimal. The income from dairy animals does not remain in the hands of women and neither does the decision regarding sale and purchase. There is an urgent need to develop technologies which will help the respondents carry out the activities with ease since they are relatively unpleasing, back breaking, and monotonous and involve drudgery, physical exertion which ultimately affects their physical and psychological well being. Farm women have to be motivated to acquire more scientific knowledge for increasing the livestock production through various extension techniques.

## NEED OF THE STUDY:

In India women constitute 60 percent of the rural unemployed and 56 percent of the total unemployed. No country can achieve rapid and sustained industrial development without concerted efforts towards entrepreneurship development. In India, entrepreneurship among women is an emerging reality. In dairy business the contribution of women is humongous. Through the productivity of milk is less, India is able to sustain its numero uno status due to greater participation of women in dairy sector. This study gains significance as it tries to understand the level of participation of women entrepreneurs in the upliftment of the dairy sector.

## OBJECTIVES OF THE STUDY:

- To analyze the motivational factors which influence the women to start up dairy farming in Salem district.
- To analyze the participation of women entrepreneurs in dairying in Salem district.

**RESEARCH METHODOLOGY:**

The present study is based on both primary and secondary data; the primary data were collected from the dairy women entrepreneurs through questionnaire cum interview schedule. The secondary data required for this study has been collected from journals, magazines, books and websites. The universe consists of dairy women entrepreneurs in Salem District. The complete details of the universe are not available and hence convenience sampling methods are used for this research. For the purpose of this study 200 respondents were selected and data were collected through questionnaire. The collected data has been analyzed with the help of statistical tools such as simple percentage and weighted average.

**RESULTS AND DISCUSSION**

Table 1. Distribution of women entrepreneurs on the basis of their participation in dairy farming.

| Activities                                      | No. of Respondents | Percentage |
|---|--------------------|------------|
| <b>I. Feeding &amp; Watering</b>                |                    |            |
| Taking animals for grazing                      | 190                | 95         |
| Fodder collection                               | 189                | 94.5       |
| Silage or hay making                            | 170                | 85         |
| Mixing green fodder with roughage               | 175                | 87.5       |
| Watering the Cattles                            | 180                | 90         |
| <b>II. Livestock Management</b>                 |                    |            |
| Construction of cattle Sheds                    | 156                | 78         |
| Washing and grooming of cattle's                | 168                | 84         |
| Cleaning of cow dung from sheds                 | 175                | 97         |
| Weaning of calves                               | 194                | 87.5       |
| Maintaining farm and record                     | 180                | 90         |
| <b>III. Breeding</b>                            |                    |            |
| Taking cattle for artificial insemination       | 165                | 82.5       |
| Taking cattle for natural service               | 166                | 83         |
| Pregnancy diagnosis                             | 156                | 78         |
| Treatment of cattle with reproductive disorders | 180                | 90         |
| Calling veterinarian during dystocia            | 175                | 87.5       |
| <b>IV. Health care</b>                          |                    |            |
| Care of pregnant cattle                         | 185                | 92.5       |
| Care of new born calves                         | 195                | 97.5       |
| Vaccination/Medication                          | 188                | 94         |
| Treatment and care of sick cattle's             | 195                | 97.5       |
| <b>V. Marketing &amp; Processing</b>            |                    |            |
| Purchase & sale of milch animals                | 176                | 88         |
| Processing of milk & milk products              | 189                | 94.5       |
| Sale of milk & milk products                    | 110                | 55         |
| Purchase of feeds                               | 146                | 73         |

(source:Primary data)

Mostly feeds and other cattle maintenance is done by women. Poor quality feed has been one of the major reasons for the low productivity of our cattle. The low productivity of our cattle's has also prevented our farmers from investing more in feed. The study revealed that 95% of respondents were taking animals for grazing and women were involved in Fodder collection(94.5%), Silage or hay making(85%), Mixing green fodder with roughage(87.5%), Watering the Cattles(90%).

The study revealed that the participation of women entrepreneurs in livestock management, the role is Construction of cattle Sheds(78%), Washing and grooming of cattle's(84%), Cleaning of cow dung from sheds(97%), Weaning of calves(87.5%), Maintaining farm and record(90%).Most of the women were actively participated in Cleaning of cow dung from sheds.

The study revealed that women performed activities like Taking cattle for artificial insemination(82.5%), Taking cattle for natural service(83%), Pregnancy diagnosis(78%), Treatment of cattle with reproductive disorders(90%), and Calling veterinarian during dystocia(87.5%).

Women were actively participated in health care of cattle's like Care of pregnant cattle(92.5%), Care of new born calves(97.5%), Vaccination/Medication(94%) and Treatment and care of sick cattle's(97.5%).

Participation of women entrepreneurs in Marketing & Processing in dairying was not much appreciated. The women participated in Purchase & sale of milch animals (88%), Processing of milk & milk products (94.5%), Sale of milk & milk products (55%), Purchase of feeds (73%).Women participated is less as compared to men in sale of milk and milk products.

Table2: Factors which influence women in dairying.

| Motivational factors  | HS  | S  | N  | DS | HDS | Weighted average | Weighted score | Rank |
|---|-----|----|----|----|-----|------------------|----------------|------|
| Desire to do something independently as a dairy female entrepreneur | 115 | 35 | 20 | 15 | 15  | 835              | 4.175          | 2    |
| Assistance from financial institution                               | 56  | 60 | 35 | 40 | 9   | 714              | 3.57           | 3    |
| Constant support from family members                                | 111 | 48 | 20 | 16 | 5   | 844              | 4.22           | 1    |

(source: Primary data)

Highly satisfied, Satisfied, Neutral, Dissatisfied, Highly dissatisfied

The above table indicated that constant support from family members was the main motivational factor which influences women to take up dairy entrepreneurship and followed by desire to do something independently as a female entrepreneur. Assistance from financial institution is the next major factor influencing women entrepreneurship.

## CONCLUSION:

Dairy farming in India is a female dominated enterprise with neglected entrepreneurial

responsibility, denied self decision making and monetary handling. Dairy women entrepreneurs are the major contribution to the Indian dairy development. This study examines the level of contribution of women in dairy development in India. It is found that most of the women dairy entrepreneurs are involved in feeding, watering, livestock management breeding and healthcare. Majority of dairy women entrepreneurs are not involved in direct sales of milk and milk products and if they undertake it, they can earn considerable income. And their economic status will improve drastically. It is also found that family support is the prime factor promoting dairy women entrepreneurship.

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