

Constraints Impeding the Entrepreneurial Behaviour of Dairy Enterprise

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ABSTRACT

Dairying farming is important source of income for rural families next to agriculture and has assumed the most important role in providing employment and income generating opportunities particularly for women and marginal farmers. A study was conducted in Junagadh district of Gujarat State to know constraints faced by dairy farm women in operating dairy enterprise. A sample of 160 respondents was selected for present study. The constraint faced by farm women and it was found that high cost of concentrate (88.12 per cent), high cost of milch animal (75.00 per cent), non-remunerative price for milk (70.62 per cent), susceptibility of animal to diseases (67.50 per cent), high cost of veterinary medicines (61.25 per cent) and high investment (59.37 per cent) were the most serious problems perceived by the farm women in dairy enterprise. In case of suggestions, the majority of farm women expressed their suggestions to overcome the constraints in dairy enterprise were: concentrates should be made available at cheaper rate (87.50 per cent) ranked first, followed by enhanced milk price for the producers (79.37 per cent) and cost of veterinary services be reduced (72.50 per cent) ranked second and third, respectively.

Keywords : Constraint, Dairy enterprise, Suggestions

INTRODUCTION

Dairy farming is one of the important activities of the rural population of our country. The dairy enterprise, next to agriculture, not only provides continuous income and improves dietary standards of family, but also supplements the income and reduces unemployment to a large number of the rural poor.

Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for women and marginal farmers. Livestock and dairy has been one of the sectors in India where female work force participation has been high. Although much of the work related to livestock farming is carried out by women, their problems and difficulties are not taken into consideration while designing development, training and extension programmes. Hence the studies on accessing the problems of farm women engaged in dairy farming are of paramount importance to the policy makers and extension agencies involved in rural development. Hence, the present study was undertaken with an objective to

find out the constraints and suggestions face by entrepreneurs towards dairy enterprise.

METHODOLOGY

The study was conducted in Junagadh district of Gujarat state. The study was conducted under ex-post facto research design. It is systemic empirical enquiry in which the scientist does not have direct control over the independent variables because their manifestations have already occurred or they are inherently not manipulated (Kerlinger, 1969). A multistage random sampling technique was used for the study. Four talukas were randomly selected from Junagadh district. Out of four selected talukas, four villages from each talukas were randomly selected. Ten respondents from each village were selected by using random sampling technique with a condition that the dairy farm women has two or more animals at least since last five years. Thus, total one hundred sixty respondents were selected as a sample for the study. Data were collected by personal interviews using a pre-tested structured schedule. Ranking of problems was done based on mean score. Constraints were measured on an inventory prepared for the purpose and response for various constraints

were obtained in a category of yes and no constraints with assigned score of 2 and 1, respectively and appropriate statistical tools were applied to analyze the data. Frequency and percentages were calculated and ranks assigned.

RESULTS AND DISCUSSION

Constraints faced by dairy entrepreneurs

As the constraints were the major hindering factors for the entrepreneurs there is a need to study to provide proper suggestions which will be useful for entrepreneurs in building up their enterprise.

Table: 1 Constraints faced by the dairy entrepreneurs

n= 160

Sr. No.	Constraints	Frequency	Percent	Rank
1	High cost of veterinary medicines	98	61.25	V
2	Lack of veterinary facilities in the village	76	47.50	XI
3	High investment	95	59.37	VI
4	High cost of concentrate	141	88.12	I
5	High cost of milch animal	120	75.00	II
6	Costly management	78	48.75	X
7	Non-remunerative price for milk	113	70.62	III
8	Highly expensive consultancy service of private practitioners	89	55.62	VII
9	Poor irrigation facilities for growing fodder crops	65	40.62	XIV
10	Susceptibility of animal to diseases	108	67.50	IV
11	Lack of technical know-how about breeding, feeding, management and health care on milch animals	70	43.75	XIII
12	Small size of land holding	85	53.12	VIII
13	Busy schedule due to house hold activities	60	37.50	XVI
14	Difficulty to store milk in summer season	73	45.62	XII
15	Artificial insemination centre being far away	81	50.62	IX
16	Loan procedure is too much tedious	63	39.37	XV

The data in Table 1 indicated that the most (88.12 per cent) of the respondents expressed that high cost of concentrate was constraint to run dairy enterprise with ranked first, followed by high cost of milch animal (75.00 per cent) and non-remunerative price for milk (70.62 per cent) with rank second and third, respectively. The respondents expressed more constraints were susceptibility of animal to diseases (67.50 per cent), high cost of veterinary medicines (61.25 per cent) and high investment (59.37 per cent) which was on rank fourth, fifth and sixth, respectively.

More than half of the farm women faced constraints like highly expensive consultancy service of private

practitioners (55.62 per cent), small size of land holding (53.12 per cent) and artificial insemination centre being far away (50.62 per cent) with rank seventh, eighth, ninth respectively.

Further, some half of respondents faced constrains like costly management (48.75 per cent), lack of veterinary facilities in the village (47.50 per cent), difficulty to store milk in summer season (45.62 per cent), lack of technical know-how about breeding, feeding, management and health care on milch animals (43.75 per cent), poor irrigation facilities for growing fodder crops (40.62 per cent), loan procedure is too much tedious (39.37 per cent) and busy schedule due to

house hold activities (37.50 per cent).

Suggestions expressed by dairy farm women

Table 2 clearly indicates some of the suggestions to overcome the above constraints by dairy farm women for difficulties faced by them in dairy enterprise.

Table 2: Some major suggestions given by farm women in overcoming the constraints n=160

Sr. No.	Suggestions	Frequency	Percent	Rank
1	Provision of proper A.I. facility at village level.	103	64.37	V
2	Subsidies should be given on certain inputs like veterinary medicines and fodder seeds.	99	61.87	VI
3	Provision of technical knowledge to manage the dairy enterprise.	61	38.12	X
4	Loan amount to purchase dairy animals should be increased.	96	60.00	VII
5	Concentrates should be made available at cheaper rate.	140	87.50	I
6	Enhanced milk price for the producers.	127	79.37	II
7	Contagious and other diseases should be managed in time.	110	68.75	IV
8	Loan sanction procedure should be easy.	58	36.25	XI
9	Facilities regarding the storage of milk should be made available.	64	40.00	IX
10	Cost of veterinary services should be reduced.	116	72.50	III
11	Regular and planned supply of vaccines should be made.	68	42.50	VIII

The data in Table 2 indicated that the majority of farm women expressed suggestions to overcome the constraints in dairy enterprise were: concentrates should be made available at cheaper rate (87.50 per cent) ranked first, followed by enhanced milk price for the producers (79.37 per cent) and cost of veterinary services be reduced (72.50 per cent) ranked second and third, respectively. They also suggested that contagious and other diseases should be managed in time (68.75 per cent), provision of proper A.I. facility should be at village level (64.37 per cent), subsidies should be given on certain inputs like veterinary medicines and fodder seeds (61.87 per cent) and loan amount to purchase dairy animals should be increased (60.00 per cent) which got ranked fourth,

fifth, sixth and seventh respectively.

Very less number of farm women suggested that regular and planned supply of vaccines should be made (42.50 per cent), facilities regarding the storage of milk should be made available (40.00 per cent), provision of technical knowledge should be to manage the dairy enterprise (38.12 per cent) and loan sanction procedure should be easy (36.25 per cent) with rank eighth, ninth, tenth and eleventh, respectively.

It can be concluded that the majority of farm women suggested that were concentrates should be made available at cheaper rate, milk price should be enhanced for the producers and cost of veterinary services should be reduced.

CONCLUSION

In case of constraints, it was found that high cost of concentrate (88.12 per cent), high cost of milch animal (75.00 per cent), non-remunerative price for milk (70.62 per cent), susceptibility of animal to diseases (67.50 per cent), high cost of veterinary medicines (61.25 per cent) and high investment (59.37 per cent) were the most serious problems perceived by the farm women in dairy enterprise.

Whereas suggestions given by dairy farm women that the majority of farm women expressed their suggestions to overcome the constraints in dairy enterprise were: concentrates should be made available at cheaper rate (87.50 per cent) ranked first, followed by enhanced milk price for the producers (79.37 per cent) and cost of veterinary services be reduced (72.50 per cent) ranked second and third, respectively.

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