

ENTREPRENEURIAL BEHAVIOUR OF DAIRY FARM WOMEN IN JASRA BLOCK OF PRAYAGRAJ DISTRICT, U.P

Vivek Raj¹ & Dipak Kumar Bose²

¹Research Scholar, Department of Agricultural Extension and Communication, SHUATS, Prayagraj, India

²Associate Professor, Department of Agricultural Extension and Communication, SHUATS, Prayagraj, India

ABSTRACT

The empowerment of women is fundamental for the progress of the country. Women play an important role in the socio-economic development of the country. In India their dual role constitutes of producers of goods and services as well as their domestic chores, wives and mothers--yet their contribution to economic development has been neglected. The present study aims to analyse the entrepreneurial behaviour of dairy farm women. The study was conducted in Prayagraj district of Uttar Pradesh which was selected purposively based on maximum area covered under dairy entrepreneurs. A total number of 120 respondents were selected randomly from ten villages under Jasra block because of the maximum area covered under dairy entrepreneurs. The data were collected by personnel interview method by using pre structured interview schedule and descriptive research design was used for this study. The findings of the study revealed that 51.67 per cent of the women respondents belong to middle age group, most of the respondents 35.00 per cent are up to middle school education status. 48.33 per cent of the respondents are doing dairy as their occupation. Majority of the respondents 60.00 per cent had annual income of ten thousand one rupee to fifty thousand rupees in which 49.17 per cent had land holding of 1- 2 hectare. The findings also revealed that majority 62.50 per cent of the respondents has medium level of entrepreneurial behaviour.

KEYWORDS: Entrepreneurial Behaviour, Dairy, Farm Women

Article History

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1. INTRODUCTION

The empowerment of women is fundamental for the progress of the country. The Constitution of India conveys a powerful mandate for equality and rights of women as citizens in its Preamble, Fundamental Rights and Duties and also provides for specific provisions for affirmative action. Women play an important role in the socio-economic development of the country. In India their dual role constitutes of producers of goods and services as well as their domestic chores, wives and mothers--yet their contribution to economic development has been neglected. Women of the present day has extended her foot in every sphere and excelled through the same.

According to **FAO (2011)**, about 88 per cent of rural women in India are engaged in agriculture and allied activities, predominantly in animal husbandry and dairying besides performing household work. Dairy farming is considered as one of the important sectors which dominate the economic activities of the women in the rural India. Women actively participate in the management of dairy animals, production and other aspects of dairying. Caring of animals is

considered as domestic activity, which includes activities like bringing fodder from field, chaffing the fodder, preparing feed for animals, offering water to animals, protection of animals from ectoparasites, cleaning of animals and sheds, preparation of dung cakes, milking, making milk products and its marketing are performed by women considered as domestic activities (Nataraju, 2012).

As per the data given by Department of Animal Husbandry, Dairying and Fisheries (DAHDE, 2012), India's livestock is one of the largest sectors in the world with a holding of 11.6 per cent of world livestock population. It consists of cattle, buffalo, goat, sheep, etc. with a huge livestock population of \$12 million. India has the largest cattle and buffaloes' population in the world.

In the present era, it is being realized that entrepreneurship contributes to development of a country in several ways, at various level Entrepreneurs can contribute towards the growth of economy and improvement of their socioeconomic conditions. Entrepreneurship has been accepted globally as an effective tool for widening the economic base for those who have poor financial resources or managerial background (Raina *et al.* 2016). Entrepreneurship contributes to multidimensional development in several ways, viz., assembling and harnessing various inputs, bearing the risks, innovating and imitating the techniques of production to reduce the cost and increase its quality and quantity, expanding the horizons of the market, coordinating and managing the manufacturing unit at various levels In India, concept of women entrepreneurship is of recent origin. Women have become aware of their rights and situations, and entered in different fields of business (Chaudhary 2006).

Women entrepreneurship means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in the society. With this, women are socially empowered and their self- actualization and psychological needs can be fulfilled. They can influence others and motivates by their innovative and creative mind. Dairy farming is one of the most important economic activities in the Uttar Pradesh state which is closely intertwined with farming systems. Statistically the population of cattle in the state is 18.8 million. And last four years Uttar Pradesh produced 1242.37 lakh metric tonnes of milk (Vaghela 2013).

2. RESEARCH METHODOLOGY

Descriptive research design was adopted for the study as it describes the characteristics or phenomena that are being studied. The present study was conducted in Prayagraj district of Uttar Pradesh. Out of 20 blocks in Prayagraj district, Jasra block is selected purposively based on maximum area covered under dairy entrepreneurs. From the selected block, 6 villages were selected purposively based on the maximum area covered under dairy entrepreneurs.

The information was elicited from the respondents with the help of structured interview schedule. Pen, pencil, camera was also use during the data collection. The Primary data was collected with the help of personal interview technique with the help of interview schedule with especially objectives, focused study. Secondary data was collected from library, journals, books, papers, and other materials related to study. The entire data were transformed into score for tabulation. To interpret the results and to show the relationship between independent variable and dependent variables, Mean, Frequency, percentage, correlation coefficient was followed.

2.1 Objectives of the Study

- To assess socio-economic characteristics of the respondents.
- To determine the entrepreneurial behaviour of the respondents.

3. RESULTS AND DISCUSSION

Table 1: Socio-Economic Characteristics of the Respondents

S. No	Independent Variable	Category	Frequency	Percentage
1.	Age	Young (below 35 years)	38	31.67
		Middle (36-50 years)	62	51.67
		Old (above 55 Years)	20	16.66
2.	Educational Status	Illiterate	24	20.00
		Primary school	14	11.67
		Middle school	42	35.00
		High school	15	12.50
		Intermediate	13	10.83
		Graduate & above	12	10.00
3.	Occupational status	Dairy farming	58	48.33
		Dairy + Agriculture	39	32.50
		Dairy + Business	23	19.17
4.	Type of House	Mud	9	7.50
		Semi- cemented	64	53.33
		Cemented	47	39.17
5.	Size of land holding	Up to 1 hectare	49	40.83
		1-2hectare	59	49.17
		More than 2 hectares	12	10.00
6.	Family size	Small (1-3)	39	32.50
		Medium (4-6)	54	45.00
		Large (>6)	27	22.50
7.	Annual Income	<Rs 50,000	38	31.67
		Rs. 50,001-100000	72	60.00
		> Rs. 100000	10	8.33
8.	Mass media exposure	Low (3-5)	39	32.50
		Medium (6-7)	57	47.50
		High (8-9)	24	20.00
9.	Social Participation	Low (10-13)	29	24.17
		Medium (14-16)	64	53.33
		High (17-19)	27	22.50
10.	Extension agent contact	Low (3-6)	34	28.33
		Medium (7-9)	68	56.67
		High (10-12)	18	15.00

From the table 1, it is shown that the majority 51.67 per cent of the women respondents belongs to middle age group. Most of the respondents 35.00 per cent are up to middle school education status. 48.33 per cent of the respondents are doing dairy as their occupation. Majority of the respondents 53.33 per cent had semi-cemented type of house. Most of the respondents i.e., 45.00 per had medium size of family. Majority of the respondents 60.00 per cent had annual income of ten thousand one rupee to fifty thousand rupees in which 49.17 per cent had land holding of 1- 2 hectare. Most of the respondents 47.50 per cent had been utilizing media at medium level. Majority of the respondents 53.33 per cent had medium level of social participation. More than half of the respondents 56.67 per cent had medium level of contacts with

extension agent. The above findings are in the accordance with the findings. **Upreti and Bhardwaj (2018)** and **Chaurasiya et al., (2017)**.

Table 2: Distribution of Respondents According to their Overall Entrepreneurial Behaviour

S.No.	Category	Frequency	Percentage
1.	Low (24-40)	24	20.00
2.	Medium (41-56)	75	62.50
3.	High (57-72)	21	17.50
	Total	120	100.00

It is clearly visible that majority (62.50%) of the respondents has medium level of entrepreneurial behaviour, 20.00 per cent and 17.50 per cent of the respondents has low and high level of entrepreneurial behaviour respectively. This finding was supported by finding of **Rathod et al., (2012)** and **Ram et.al (2013)**.

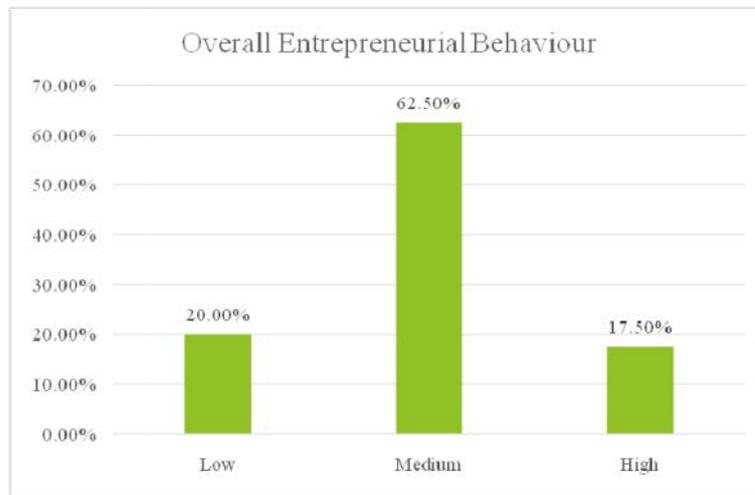


Figure 1: Distribution of Respondents based on their Overall Entrepreneurial Behaviour.

Table 3: Relationship between Selected Independent Variables with Entrepreneurial Behaviour of the Respondents

S.No	Variables	Correlation Coefficient ®
1.	Age	0.924*
2.	Education	0.840*
3.	Occupation	0.642*
4.	Type of house	0.096 ^{NS}
5.	Land holding	0.700*
6.	Family size	0.917*
7.	Annual income	0.913*
8.	Mass media exposure	0.912*
9.	Social participation	0.999*
10.	Extension contacts	0.963*

*= Significant NS= non-Significant

From above the table 3 analyzed that the variables namely Age, Education, type of house, Land holding, Family size, Annual income, Mass media exposure, social participation, and extension contact were positively and significantly correlated with the entrepreneurial behaviour of the respondents. whereas occupation was negatively and significantly correlated with the entrepreneurial behaviour of the respondents.

4. CONCLUSIONS

It is concluded that majority of the respondents belonged to middle-aged group, having education up to middle school, having medium level of annual income. Their main occupation is dairy farming with semi-cemented type of house, most of them had 1- 2 ha size of land holding and most of them had medium size of family. Most of the respondents had utilizing medium level of mass media. Majority of the respondents had medium level of social participation and had medium level of contacts with extension agents. It was found that majority of the respondents had medium level of entrepreneurial behaviour. It is found that Age, education, occupation, land holding, family size, annual income, farming experience, mass media exposure, social participation and extension contact were positively significant correlated with the entrepreneurial behaviour. It is suggested that the government should support rural women in the form of loans, subsidies, providing maximum knowledge about dairy farming new technologies etc.

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