

AN ANALYTICAL STUDY ON ATTRIBUTES OF DAIRY ENTREPRENEURS IN SOUTHERN RAJASTHAN

*Navab Singh¹, Arjun Kumar Verma², T.C. Verma³, Bacchu Singh Meena⁴,
F.L. Sharma⁵ and J.L. Chaudhary⁶

¹Assistant Professor, (Agriculture Extension Education),

College of Horticulture & Forestry, Jhalawar- 326 001, Rajasthan, India

²Scientist, (Agronomy), Krishi Vigyan Kendra, Jhalawar, India

³Scientist (Entomology), Krishi Vigyan Kendra, Anta-Baran (Rajasthan) India

⁴Scientist (Animal Husbandry) Krishi Vigyan Kendra, Karoli (Rajasthan) India

⁵Professor & Head, Department of Extension Education, Rajasthan College of Agriculture
(MPUAT), Udaipur- 313001, Rajasthan, India

⁶Professor, Animal Husbandry, Maharana Pratap University of Agriculture & Technology,
Udaipur- 313001 (Rajasthan), India

E-mail: navab09@yahoo.co.in (*Corresponding Author)

Abstract: This study evaluates the personal attributes of dairy entrepreneurs. Data were solicited with the help of personal interview technique from randomly selected 240 beneficiary and non-beneficiary dairy entrepreneurs of Udaipur Dairy Union of Udaipur district, Rajasthan, India. Statistical tools calculated mean, percent, and standard deviation were used for analysis of data. Results of the study show that majority of the respondents from both the categories (beneficiary and non-beneficiary) were of middle age (34 to 53 years), medium herd size (4 to 9 animals), small size of land holding, joint family, large family, medium extension contact and medium mass media exposure. 49.16 per cent members and 52.50 per cent non-members of dairy cooperative societies were educated up to VIII class and above. Majority of the respondents from both the categories were from medium socio-economic status and their family income was from Rs.26630/- to Rs.105676/- per annum.

Keywords: beneficiary, dairy cooperative society, dairy entrepreneurs, non-beneficiary, Personal attributes.

INTRODUCTION

Animal Husbandry and Dairy Development sectors play a significant role in supplementing family incomes and generating gainful employment in the rural sector of India (Anonymous 2013). Dairy enterprise provides significant improvement in income of dairy farmers (Sanjesh 2015). Milk is produced in every village; but, milk collection facilities in rural areas affect the income of dairy entrepreneurs (Singh *et al.* 2015). Education is very important attribute; proper education on breeds of dairy animals is required by dairy farmers (Chand *et al.* 2006) and milk yield of animals can be increase by additional use of inputs (Venkatesh

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and Sangeetha 2011). Dairy Cooperative Society (DCS) is very prominent, members of DCSs involves significantly in the dairy activities (Upadhyay *et al.* 2014) they adopt the dairy technology with higher extent (Singh N. *et al.* 2014) with less constraints in adoption of dairy technology than non-members (Singh *et al.* 2015). The Indian dairy cooperative system is one of the biggest in the world. It provides basic dairy extension services such as supply of cattle feed, fodder seed, animal health services, artificial insemination for both cattle and buffaloes to the members of dairy cooperative societies (Sasikumar, 1998). For a rapid development of dairy cooperative, attributes of dairy farmers play a vital role in milk production, collection, processing, marketing and overall success of dairy cooperative societies. In the past years, the “Udaipur Dairy Union” has been providing various kinds of services to its farmer members. Considering the importance of attributes of milk producers in milk production the study was conducted to analyze the attributes of dairy entrepreneurs.

RESEARCH METHODOLOGY

The study was conducted in purposively selected Udaipur district of Rajasthan. The investigation was concerned with “Udaipur Zila Dugdh Utpadak Sahakari Sangh Limited, Udaipur” (Udaipur dairy union). The Udaipur dairy union consists of 23 milk procurement routes. Out of these six milk routes were selected randomly. Further, two dairy cooperative societies were selected randomly from each identified milk procurement route. Thus, a total 12 dairy cooperative societies were selected for present investigation. To select the sample of milk producer members, simple random sampling technique was adopted. From each selected dairy cooperative society, 10 milk producer members were selected. Thus, a total of 120 respondents were selected from 12 dairy cooperative societies. The information was collected through personal interview technique.

RESULTS AND DISCUSSION

Age: Perusal of Table 1 clearly reveals that majority of respondents 67 (55.83%) members and 90 (75.00%) non-members belonged to middle age group. Likewise, 19.17 per cent members and 13.33 per cent non-members of dairy cooperative societies were young in age. The number of member and non-member respondents in old age group was found to be 30 and 14, respectively.

Table 1. Personal attributes of dairy entrepreneurs.*N=240*

S.No.	Personal Variables	Categories	Range	M DCSs (n=120)		NM DCSs (n=120)		Total	
				F	%	F	%	F	%
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
1.	Age	Young	Below 34 years	23	19.17	16	13.33	39	16.25
		Middle	34 to 53 years	67	55.83	90	75.00	157	65.42
		Old	Above 53 years	30	25.00	14	11.67	44	18.33
2.	Education	Illiterate	No schooling	20	16.67	10	8.33	30	12.50
		Primary	Up to V class	41	34.17	47	39.17	88	36.67
		Middle & above	Up to VIII class & above	59	49.16	63	52.50	122	50.83
3.	Herd size	Small	Up to 4 animals	11	9.17	19	15.83	30	12.50
		Medium	4 to 9 animals	82	68.33	93	77.50	175	72.92
		Large	More than 9 animals	27	22.50	8	6.67	35	14.58
4.	Land holding	Marginal	Less than 1 ha	34	28.33	42	35.00	76	31.67
		Small	1 to 2 ha	72	60.00	62	51.67	134	55.83
		Big	More than 2 ha	14	11.67	16	13.33	30	12.50
5.	Family type	Single	--	32	26.67	18	15.00	50	20.83
		Joint	--	88	73.33	102	85.00	190	79.17
6.	Family size	Small	Up to 5 members	53	44.17	36	30.00	89	37.08
		Large	> 5 members	67	55.83	84	70.00	151	62.92

Cont.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)
7.	Income level	Low	< Rs.26,630/-	9	7.50	31	25.83	40	16.67
		Medium	Rs.26,630/- to Rs.1,05,676/-	76	63.33	82	68.33	158	65.83
		High	> Rs.1,05,676/-	35	29.17	7	5.84	42	17.50
8.	Socio-economic status	Low	< 29.21	16	13.33	12	10.00	28	11.67
		Medium	29.21 to 54.45	71	59.17	99	82.50	170	70.83
		High	> 54.45	33	27.50	9	7.50	42	17.50
9.	Extension contact	Less	< 3.62	3	2.50	32	26.67	35	14.58
		Medium	3.62 to 10.10	95	79.17	73	60.83	168	70.00
		High	> 10.10	22	18.33	15	12.50	37	15.40
10.	Mass media exposure	Less	< 1.05	24	20.00	34	28.33	58	24.17
		Medium	1.05 to 4.31	74	61.67	77	64.17	151	62.92
		High	> 4.31	22	18.33	9	7.50	31	12.92

M DCSs = Members of Dairy Cooperative Societies,

NM DCSs = Non Members of Dairy Cooperative Societies,

F = Frequency,

Education: Data presented in Table 1 show that 49.16 per cent members and 52.50 per cent non-members were educated up to middle class and above; while, 34.17 per cent members and 39.17 per cent non-members of DCSs were found primary educated. Only 16.67 per cent member and 8.33 per cent non-member respondents were illiterate. Most of the illiterate respondents were observed from old age group.

Herd size: Herd size plays a vital role in dairy development of the individual farmer. The figures reported in Table 1 indicate that 68.33 per cent members and 77.50 per cent non-members of DCSs were present in medium herd size category. Further, 9.17 and 22.50 per cent members were found in small and large herd size category, respectively; whereas, 15.83 and 6.67 per cent non-members were possessed small and large size of herd.

Land holding: The data presented in Table 1 reveal that majority of members (60.00%) and non-members (51.67%) possessed small land holding. While, 28.33 per cent and 11.67 per cent member respondents were observed marginal and big size land holders, respectively. In case of non-member respondents, 35.00 per cent and 13.33 per cent were categorized as marginal and big land holders, respectively.

Family type: Observation of Table 1 shows that 26.67 per cent member and 15.00 per cent non-members of DCSs were reported to be from nuclear families, whereas, 73.33 per cent members and 85.00 per cent non-members of DCSs were observed in joint family group.

Family size: It is clear from Table 8 that 44.17 percent member and 30.00 per cent non-members of DCSs belonged to small families; whereas, the representation of large family size for members and non-members of DCSs was observed to be 55.83 and 70.00 per cent, respectively.

Income: A comparative view of annual income of members and non-members of DCSs highlights in Table 1 that majority of members (63.33%) and non-members (68.33%) were in medium income group i.e., Rs.26,630/- to 1,05,676/- per annum. Further, 29.17 per cent member respondents had their annual family income above Rs.1,05,676/- while in case of non-member respondents the percentage was only 5.84. Remaining 7.50 per cent member and 25.83 per cent non-member respondents had their family income less than Rs.26,630/- per annum in the study area.

Socio-economic status: The statistical data regarding socio-economic status of respondents presented in Table 1 show that 59.17 per cent members had medium socio-economic status while, 13.33 per cent member respondents had lower and 27.50 per cent had higher socio-economic status. In case of non-members 82.50 per cent were in category of medium socio-economic status while, 10.00 per cent fell in lower and 7.50 per cent were in higher level of socio-economic status.

Extension contact: A close observation of Table 1 clearly show that non-members of DCSs had less contact with extension functionaries regarding dairy activities than the members of DCSs as 79.17, 18.33 and 2.50 per cent member respondents had medium, high and less contact, respectively. Whereas, non-member respondents were having 60.83, 12.50 and 26.67 per cent medium, high and low contact, respectively with extension functionaries regarding dairy activities.

Mass media exposure: From Table 1 it is clear that majority (61.67%) of members of DCSs had medium exposure while, 20.00 and 18.33 per cent had less and high exposure, respectively. In case of non-members of DCSs 64.17, 28.33 and 7.50 per cent had medium, less and high mass media exposure, respectively.

These findings are in line with Kumari S. (2015) and Bhati N.K. *et al.* (2014) who reported that majority of the dairy farmers were of middle age group and joint family.

CONCLUSION

On the basis of results it could be concluded that the majority of members and non-members of dairy cooperative societies were belong to middle age group (34 to 53 years), educated middle & above class, medium herd size (4 to 9 animals) and small land holding (1 to 2 ha)

category. 73.33 percent member and 85.00 percent non-members were having joint family type; whereas 55.83 percent members and 70.00 percent non-members were belong to large family size (more than 5 members). Most of members (63.33%) earning annual income Rs 26,630/- to Rs 1,05,676/- and annual income of 29.17 percent members was more than Rs 1,05,676/-; while only 17.50 percent non-member respondents were belongs to the high income category. Further, majority of members and non-members were having medium (29.21 to 54.45) socio economic status, medium (3.62 to 10.10) extension contact and medium (1.05 to 4.31) mass media exposure.

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