

DECISION MAKING BEHAVIOUR OF FARM WOMEN IN DAIRY FARMING ACTIVITIES IN ERODE DISTRICT OF TAMILNADU

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Abstract: This study was conducted in Erode District of Tamilnadu to explore the role of farm women in decision making process in dairy farming activities. A total of sixty farm families (60 rural farm men and 60 rural farm women) who were actively involved in dairy farming practices were selected for the study with the help of local leaders and Veterinary Assistant Surgeons. The data was collected through personal interview method and subjected to statistical analysis. The statistical tool like frequency and percentage were used for analyzing the collected data. The findings of the study revealed that rural farm women were dominated in decisions making process in non - financial activities like construction of shed, treatment of animals, vaccination and deworming, management of new born calves, sick and pregnant animals, milking and processing of milk, utilization of dung. Also it is evident from the study that rural farm women were less dominated in decision making activities regarding economic aspects, so there is need to make them aware about financial regulation, loans, insurance of animals and marketing structure

Keywords: Dairy farming activities, non - financial activities and economic aspects.

INTRODUCTION

Women play an important role in animal husbandry activities as manager, decision makers and skilled workers. They help in farm operations, taking their animals for grazing, look after the sale of milk, and in addition, perform the functions related to house management. Rural women contribute a share of more than 75 per cent in animal husbandry operations like feeding, milking and sale of milk (Sangeetha Upadhyay and Desai, 2011). Many of the important tasks in animal husbandry activities are performed by women besides fulfilling their responsibilities as home makers (Randhawa and Chandra, 1993). Women's participation in agricultural activities is higher than that of men (Prakash, 2003 and Tacio, 2003). Women actively participate in a range of activities related to crop production and livestock management. Rural Women remain busy from dawn to dusk in various agricultural activities and livestock management. Women's active involvement in decision making is considered essential for rapid economic development of the country (Chayal et al., 2013). Keeping these

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points in mind, the present study was under taken to explore the role of farm women in decision making process in dairy farming activities.

MATERIALS AND METHODS

The present study was conducted in Erode District of Tamilnadu to explore the role of farm women in decision making process in dairy farming activities. A total of sixty farm families (60 rural farm men and 60 rural farm women) who were actively involved in dairy farming practices were selected for the study with the help of local leaders and Veterinary Assistant Surgeons. The data was collected through personal interview method and subjected to statistical analysis. The statistical tool like frequency and percentage were used for analyzing the collected data.

RESULTS AND DISCUSSION

Table1. Participation of farm women in decision making process regarding dairy farming activities

S.No	Activities	Farm men n=60		Farm women n=60	
		Number of farm men (f)	Decision making process in dairy farming practices by rural men (%)	Number of farm women (f)	Decision making process in dairy farming practices by rural farm women (%)
1.	Construction of shed	14	23.33	46	76.66
2.	Selection of animals	39	65.00	21	35.00
3.	Purchase and sale of animals	32	53.33	28	46.66
4.	Type and number of dairy animals to be kept	31	51.66	29	48.33
5.	Taking loans and advances	42	70.00	18	30.00
6.	Type of breeding	37	61.66	23	38.33
7.	Type of fodder to be cultivated	38	63.33	22	36.66
8.	Purchase of concentrate feed	40	66.66	20	33.33
9.	Treatment of animals	28	46.66	32	53.33
10.	Vaccination and deworming	22	36.66	38	63.33
11.	Management of new born calves, sick and pregnant animals	26	43.33	34	56.66
12.	Milking and processing of milk	27	45.00	33	55.00
13.	Marketing of milk and value added products	42	70.00	18	30.00
14.	Insurance of animals	45	75.00	15	25.00
15.	Utilization of dung	24	40.00	36	60.00

16.	Adoption of new scientific managerial practices	46	76.66	14	23.33
17.	Farm expansion	38	63.33	22	36.66

The findings of the study revealed that rural farm women were dominated in decisions making process in non - financial activities like construction of shed, treatment of animals, vaccination and deworming, management of new born calves, sick and pregnant animals, milking and processing of milk, utilization of dung. With regards to construction of shed, 76.66 per cent of rural farm women actively involved in decisions making process, this might be due to availability of large quantity of local building materials and the rural women were effectively utilizing the local resources. Similar findings were reported by Toppo et.al. 2004 and Prakash Kumar Rathod et al., 2011. It was also observed from the study that 63.33 per cent of the rural farm women were actively involved in decisions making process regarding vaccination and deworming. Sixty per cent of farm women reported that decisions regarding utilization of dung were actively taken by them and the decisions regarding milking and processing of milk, treatment of animals, management of new born calves, sick and pregnant animals were taken by 55 per cent, 53.33 per cent and 56.66 per cent of the farm women. This might be due to the movement of their husband to neighbouring cities for income generation and farm women devote more time against men to livestock raising. Similar findings were reported by Toppo et.al. 2004 and Prakash Kumar Rathod et al., 2011.

The data in table 1 also reveals that rural men were dominated in decision making in activities like selection of animals, purchase and sale of animals, type and number of animals to be kept, taking loans and advances, type of breeding, type of fodder to be cultivated, purchase of concentrate feed, Marketing of milk and value added products, Insurance of animals, Adoption of new scientific managerial practices and farm expansion. A similar result was reported by Reshma et al., 2014.

The findings of the study revealed that rural farm women were less dominated in decision making activities regarding economic aspects, so there is need to make them aware about financial regulation, loans, insurance of animals and marketing structure (Sangeetha Upadhyay and Desai, 2011). Prakash Kumar Rathod et al., 2011 in their study reported that income from dairy animals does not remain in the hands of women and neither does the decisions 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, monotonous and involve drudgery, physical exertion which

ultimately affects their physical and psychological well being. The study also implies that training programmes related to fodder management and scientific management practices should be organized to motivate the rural farm women to acquire newer and easier scientific technologies and to enhance their productivity.

CONCLUSION

The finding of the study implies that women were less dominated in decision making activities regarding economic aspects. So, there is a need for strengthening the extension work by government and non government organizations to ensure a continuous flow of information to the rural women to overcome the obstacle in dairy farming practices and to enhance their productivity.

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