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## Socio-personal, communication and psychological profile affecting entrepreneurial behaviour of milk processors

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### Abstract

The entrepreneurs are key persons of any country for promoting economic growth and technological change. The appearance of their activities, i.e. the development of entrepreneurship is directly related to the socio-economic development of the society. Hence, the present study conducted in Karnal district of Haryana to study the communication and psychological profile of milk processors and their role in the development of entrepreneurship. Total 41 registered milk processors were selected from Karnal and interviewed for the study. The study results revealed that the majority of the respondents were middle aged, had medium family size, higher secondary level of formal education, medium experience in milk processing, milk processing as an occupation, no social participation, not undergone any training, medium gross annual income, medium mass media exposure, medium extension contact, medium economic motivation and medium market orientation. The profile traits of the respondents had positive and significant relationship with entrepreneurial behaviour of the respondents.

**Keywords:** Socio-personal, communication, psychological, profile, milk processors, entrepreneurship

### Introduction

India is largest milk producing country in the world from the last 2 decade with annual milk production of 127.3 Million Tonnes (Economic Survey on Animal Husbandry and Dairying 2011-12). The upsurge in milk production has thrown up challenges in milk marketing. The country is blessed with an enormous domestic market because of large population and its continuous growth, low level of per capita milk consumption and hence large size of potential, but latent demand, increasing purchasing power, which is already in evidence, will transform the huge latent demand into real demand. The groups of dairy products offering exciting marketing opportunities are liquid milk itself, which accounts for a sizeable part of the milk consumption products, in which our dairy industry already has demonstrated considerable expertise, like milk powders, butter and ghee. With top in the milk production, India contributes minute in the milk processing. With the increase in the availability of liquid milk and Western dairy products, refinement in the marketing network and significant improvement in per capita income, there is an increased pressure for the restructuring of the indigenous milk product industry. A great scope exists for further expansion of the market for indigenous milk products, provided quality and safety are ensured and the shelf life is extended to facilitate distribution over larger areas. The entrepreneurs are key persons of any country for promoting economic growth and technological change. The appearance of their activities, i.e. the development of entrepreneurship is directly related to the socio-economic development of the society. Hence, the present study conducted in Karnal district of Haryana to study the communication and psychological profile of milk processors and their role in the development of entrepreneurship.

### Research Methodology

Present study was conducted purposively in Karnal district of Haryana for its importance in milk production and processing due to presence of NDRI. The list of milk processors was obtained from the Nagar-Nigam, Karnal.

There were 41 registered milk processors and all the milk processors were interviewed for the study as respondents. Entrepreneurial behaviour of the milk processors was studied and assessed by using Entrepreneurial Behavioural Scale (Chaudhari, 2006) [4] comprised of nine components *viz.*, innovativeness, achievement motivation, decision making ability, risk - orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitans and self-confidence. The profile traits of the respondents *i.e.* age, family size, education, experience in milk processing, extension contact, social participation, economic motivation, market orientation, training received and gross annual income were studied. The appropriate statistical tools *i.e.* Frequency, Percentage and correlation were used to draw meaningful conclusions.

## Results and Discussion

### A. Socio-personal profile of the respondents

#### 1. Age

The results of the present study revealed that majority (58.53%) of the respondents were middle aged (between 35-50 years) followed by 34.14 percent respondents were old aged and a very less (2.43%) number of respondents were young aged. It showed that processing of milk is majorly handled by the middle to old aged shoulders with enthusing and longevity as a livelihood option for their families. There was need to promote entrepreneurship awareness among young aged.

The results of the present study were almost similar with the findings of Saha & Ramchand (2002) [17]. These findings were in line with the findings of Sah (2005) [16].

#### 2. Family size

The table-1 clearly showed that the majority (75.61%) of the respondents had medium family size followed by large (19.51%) and small (4.88%) family size, respectively. The majority of respondents belonged to medium family size which might be the initiative to start milk processing units in order to satisfy the basic needs of their families and become an entrepreneur. These findings were in line with the findings of Jha (1998) [7], Meena (2000) [12], Meena (2002) [12], Das (2003) [5] and Jhamtani *et al.* (2003) [8].

#### 3. Education

As evident from table 1 that the 36.58 percent of the respondents were had formal education up to senior higher secondary, followed by high school (31.70%), middle school (21.95%), Graduation and above (7.31%) and primary school (2.43%), respectively. These results indicate that all the respondents are educated and most of them were found up-to senior higher secondary education. The reason may be that, the respondents were school dropout or large family may compel them to adopt the livelihood to earn the money as a profitable enterprise to fulfil all the needs of the family. These findings were similar to the findings of Patel (2000) [15] and Sah (2005) [16].

**Table 1:** Distribution of the respondents according to their socio-personal profile

S. No.	Variables	Category	Respondents	
			Frequency	Percentage
1	Age (years)	Young (<35)	01	02.43
		Middle(35-50)	26	58.53
		Old (> 50)	14	34.14
2	Family size	Small (<5.00)	02	04.88
		Medium (5.00-11.00)	31	75.61
		Large (>11.00)	08	19.51
3	Education	Primary School	01	02.43
		Middle School	09	21.95
		High School	13	31.70
		Senior Higher Secondary	15	36.58
		Graduation & Above	03	07.31
4	Experience in milk processing (years)	Low (<9.00)	04	09.76
		Medium (9.00-29.00)	34	82.92
		High (>29.00)	03	07.32
5	Occupation	Processing	30	75.00
		Processing + Agriculture / Processing + other	11	25.00
6	Social participation	No participation (0)	21	51.21
		Low (1)	09	21.95
		Medium (2)	07	17.07
		High (3 and Above)	04	09.75
7	Training received	No training (0)	32	78.05
		Low (1)	03	07.31
		Medium (2)	04	09.76
		High (3 and Above)	02	04.88

#### 4. Experience in milk processing

A perusal of table 1 indicated that great majority (82.92%) of the respondents had medium level of experience in milk processing followed by low (9.76%) and high (7.32%) level of experience in milk processing. It is also indicated that the profession is passing from generation to generation as a profitable enterprise. It is observed from the present study that as the level of experience increases the profitability in business increases with better management. These findings

were similar to the findings of Patel (2000) [15] and Sah (2005) [16].

#### 5. Occupation

The given Table 1 showed that the majority (75%) of the respondents had milk processing as their only occupation followed by 25 percent of the respondents had other occupations along with milk processing. It can be concluded that milk processing is a profitable venture which may suffice

the need of the whole family. It is observed from the present study that majority of respondents had milk processing as only business but some of the respondents have milk processing along with milk production to supply raw material to run processing unit. These findings were similar to the findings of Patel (2000)<sup>[15]</sup> and Sah (2005)<sup>[16]</sup>.

**6. Social participation**

The results in Table 1 indicated that the majority (51.21%) of the respondents had no social participation followed by medium (39.02%) level of social participation. It also stated that only 9.75 percent of respondents had high level of social participation. So, it was clear that most of the respondents were busy in their milk processing business from early morning to late night because of perishable nature of milk and early morning requirement of milk by the consumers. Majority of respondents have no social participation due to lack of time availability. These findings were against the findings of Vanitha Chetan (2002)<sup>[19]</sup>, Neelaveni *et al.* (2002)<sup>[13]</sup> and Sah (2005)<sup>[16]</sup>.

**7. Training received**

It is evident from the table 1 that the majority (78.05%) of the respondents had not taken any training in the field of milk processing followed by medium (9.76%), low (7.31%) and high (4.88%) category with regard to training received by them. The reason was given by the respondents that the knowledge about milk processing was passing from the previous generation to next generation as a family occupation. It is observed from the present study that, respondents those received training in milk processing are managing their business in better way than those who never received any training. These findings were against the findings of Vanitha Chetan (2002)<sup>[19]</sup>, Neelaveni *et al.* (2002)<sup>[13]</sup> and Sah (2005)<sup>[16]</sup>.

**B. Socio-economic profile of the respondents**

**1. Annual income**

Table 2 clearly showed that the majority (87.80%) of the respondents were found under medium range of annual

income earned from the sale of milk and milk products followed by low (7.32%) and high (4.88%) income group on the basis of income received from sale of milk and milk products. The trend was similar in case of total annual income of the respondents from all sources including milk processing and majority (82.93%) of the respondents were in medium income group followed by high (12.20%) and low (4.88%) income group. The average income from milk and milk product sale was Rs. 314,650 per year, whereas, average total income from all sources including milk processing was Rs. 367,000 per year. The share of income accrued from milk and milk product sale was 85.71 percent out of total income received from all sources. The other sources of income were agriculture, service and business. It was very encouraging to note that about 4.88 percent of the respondents received income more than Rs. 477,900 per year from milk and milk products sale and about 12.20 percent of the respondents had total annual income of more than Rs. 577,300 per year. This showed the prosperity in milk processing. The good income level of respondents in the study area might be culmination of factors such as good condition of dairy farming, well managed processing system, market availability, enterprising skill of the milk processors, etc. These findings were more encouraging than the findings of Vijay kumar (2001)<sup>[20]</sup> and Sah (2005)<sup>[16]</sup>.

**C. Communication profile of the respondents**

**1. Mass media exposure**

Table 3 showed that the majority (60.98%) of the respondents had medium level of mass media exposure followed by 21.95 and 17.07 percent of the respondents were having low and high level of mass media exposure, respectively. However, the mean score on this particular trait of the respondents was 8.24, which could be considered as good. Majority of entrepreneur remain in touch of mass media to know the current scenario of the market and choices of consumer. These findings are in the line of findings of Maity (1999)<sup>[10]</sup>, Meena (2002)<sup>[12]</sup>, Das (2003)<sup>[5]</sup> and Sah (2005)<sup>[16]</sup>.

**Table 2:** Distribution of the respondents according to their socio-economic profile

S. No.	Variables	Mean	Category	Respondents	
				Frequency	Percentage
1	Annual income from milk processing (Rs.)	314,650	Low (<151,350)	03	07.32
			Medium (151,350 – 477,900)	36	87.80
			High (>477,900)	02	04.88
2	Annual income from other sources including milk processing (Rs.)	367,000	Low (<156,850)	02	04.88
			Medium (156,850 – 577,300)	34	82.93
			High (>577,300)	05	12.20

**Table 3:** Distribution of the respondents according to their communication profile

S. No.	Variables	Mean	Category	Respondents	
				Frequency	Percentage
1	Mass media exposure	08.24	Low (<6.08)	09	21.95
			Medium (6.08-10.41)	25	60.98
			High (>10.41)	07	17.07
2	Extension contact	02.95	Low (<1.54)	04	09.76
			Medium (1.54-4.46)	32	78.05
			High (>4.36)	05	12.20

**Table 4:** Distribution of the respondents according to their psychological Profile

S. No.	Variables	Mean	Category	Respondents	
				Frequency	Percentage
1	Economic motivation	9.34	Low (<7.64)	08	19.51
			Medium (7.64-11.04)	28	68.29
			High (>11.04)	05	12.20
2	Market orientation	11.02	Low (<9.73)	02	04.87
			Medium (9.73-12.32)	34	82.92
			High (>12.31)	05	12.19

**Table 5:** Correlation analysis between entrepreneurial behaviour and profile of the milk processors

S. No.	Independent variables	'r' value
1	Age	0.5703**
2	Family size	0.4024**
3	Education	0.3737*
4	Experience in milk processing	0.4947**
5	Mass media exposure	0.2801
6	Extension contact	0.4750**
7	Social participation	0.3654*
8	Economic motivation	0.3137*
9	Market orientation	0.3953**
10	Training received	0.5806**
11	Gross annual income	0.4546**

\*\* Significant at 1% level

\*Significant at 5% level

## 2. Extension contact

The majority (78.05%) of the respondents had medium level of extension contact followed by 12.20 and 9.76 per cent of them were had high and low level of extension contact. It could be concluded from the table 3 that the majority of milk processors were had medium level of awareness about the usefulness of extension agencies, so they have to be motivated for more frequently contact with those agencies in order to have better acquaintances with latest know-how of scientific milk processing. The present study had findings similar to the findings of Mahipal (1983) [9], Chaubey (1991) [3] and Sah (2005) [16]. These findings are against the findings of Anitha (2004) [2].

## D. Psychological profile of the respondents

### 1. Economic motivation

It could be inferred from Table 4 that the majority (68.29%) of the respondents belonged to medium level of economic motivation followed by 19.51 and 12.20 per cent of respondents had low and high level of economic motivation, respectively. Table 4 also revealed that mean score calculated for the respondents of study area was 9.34 against maximum possible score of 12. So, this reflects the enthusiasm and interest of milk processors in maximum manufacture of milk products and at the same time they might be taking all possible care to keep their processing unit in yielding conditions. This shows the potentiality of entrepreneurship in the milk processing, which can be exploited by well-planned and systematically executed entrepreneurship development programmes amongst the milk processors in the study area. These findings were in the line of the findings of Sah (2005) [16] and Patel (2005) [14].

### 2. Market orientation

The data in Table 4 indicated that the majority (82.92%) of respondents had high market orientation followed by high (12.19%) and low (4.87%) market orientation. The mean of market orientation of milk processors was 11.02 which reflect good knowledge of market about the demand and supply of

milk products in the market. These findings were similar and more encouraging than the findings of.

### E. Relational analysis between entrepreneurial behaviour and profile of the respondents

The variables considered in the present study studied and explained subjectively till now. It was also important to understand the nature and degree of relationship between entrepreneurial behaviour and profile of the respondents. In order to ascertain the relationship as well as cause and direct relationship between these variables correlation analysis was done. The correlation between entrepreneurial behaviour and profile of the respondents shown in table-5. While explaining the relationship, the profile was considered as independent variables because these traits were considered as presumed cause of entrepreneurial behaviour. It is evident from table- 5 that the profile traits of the respondents i.e. age, family size, education, experience in milk processing, extension contact, social participation, economic motivation, market orientation, training received and gross annual income had positive and significant relationship with entrepreneurial behaviour of the respondents.

It was interesting to note that relationship of all these independent variables with dependent variable i.e. entrepreneurial behaviour had strong relationship. However, mass media exposure had no relationship with entrepreneurial behaviour. The variables considered under present study were important traits of the milk processors and had bearing on the entrepreneurial behaviour of the respondents. In other words all these traits of the respondents were important especially under the domain of entrepreneurship in milk processing among milk processors of the study area. The socio-personal variables like age, family size, education, experience in milk processing and social participation in one or another way may influence one or more attributes of entrepreneurial behaviour. The possession of market orientation and economic motivation to manage processing unit in best way may also help the milk processors in acquiring more and more of attributes of entrepreneurial behaviour.

### Conclusion

The entrepreneurs are key persons of any country for promoting economic growth and technological change. The appearance of their activities, i.e. the development of entrepreneurship is directly related to the socio-economic development of the society. It is important to study the socio-economic, socio-personal, communication and psychological profile of an individual. The study results revealed that the majority of the respondents were middle aged, had medium family size, higher secondary level of formal education, medium experience in milk processing, milk processing as an occupation, no social participation, not undergone any training, medium gross annual income, medium mass media exposure, medium extension contact, medium economic motivation and medium market orientation. The profile traits

of the respondents had positive and significant relationship with entrepreneurial behaviour of the respondents.

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