



ISSN: 2456-2912

VET 2023; SP-8(1): 13-16

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www.veterinarypaper.com

Received: 08-11-2022

Accepted: 12-12-2022

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Entrepreneurial behaviour of dairy farmers from Mumbai Metropolitan region

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Abstract

Present study was conducted in purposively selected Palghar district from Mumbai Metropolitan region of Maharashtra state to gauge enterprising conduct among dairy entrepreneurs. From the selected district, five blocks and from each block, five villages were selected randomly. Further, from each village five dairy farmers were chosen randomly making a total of 125 dairy entrepreneurs who had dairy experience of atleast three years and had atleast five dairy animals in their farm during the survey. Organized pretested interview schedule was set up in local language (Marathi) to gather the data through personal interview strategy. Entrepreneurial traits of dairy farmers were measured in five categories namely innovativeness, achievement motivation, risk orientation, manageability and feedback usage. The study reflected that overall entrepreneurial traits were of medium level. Major constraints faced by dairy farmers while managing dairy enterprise were high cost of cross breed cows, irregularity of milk sale and high cost of concentrate mixture.

Keywords: Dairy, entrepreneurs, constraints, livestock

Introduction

The Indian Animal Husbandry and Dairy industry is vital to the growth of the rural economy. A revival in economic activities, increasing per capita consumption of milk and milk products, changing dietary preferences and rising urbanization in India, has driven the dairy industry alone to grow by 9-11% in 2021-22. The sector provides income generation opportunities for millions of households and also serves as an essential food source for them. The government has been actively involved in providing the required impetus for developments to take place by introducing various schemes and programs and staying committed to the fact that healthy and sizable livestock will always be the backbone for absolute growth of the industry. The industry recognizes the need for private sector players to contribute in order to grow manifolds and achieve the goals for the dairy industry through developing entrepreneurs.

Entrepreneurship development in India has enormous potential in terms of diversity of rural occupations. Dairy farming is not an indispensable component of agriculture, but also the most suitable production system that can be act as tool for improving the socioeconomic status of the rural population. Thus, entrepreneurial development is one of the ways to make rural people more competent in dairying as well as youth can be engaged in the agriculture by generating employment. Entrepreneurship is affected either by different financial and individual elements, separately or by a blend with the supporting arrangement of social climate. Exact investigations have worked out some significant qualities, which can give a working profile of business visionary. Rundown of these attributes includes Innovativeness, achievement motivation, decision-making ability, self confidence, information seeking behaviour, management-orientation (Kumar and Vasanthakumar 2003) [6].

Objectives

To study entrepreneurial traits of dairy farmers.

To study the constraints faced by farmers in management of dairy enterprise.

Materials and Methods

From Mumbai Metropolitan Region, Palghar district was selected for the study.

There are 8 blocks in Palghar district, namely Talasari, Dahanu, Palghar, Vasai, Jawahar, Vikramgad, Wada, and Mokhada. From these blocks namely Wada, Jawahar, Vikramgad, Talasari and Dahanu were selected randomly. Thus, the present study was confined to five blocks. From each block, five villages were selected randomly. From each selected village, 5 dairy entrepreneurs were selected randomly. Thus, a total 125 dairy entrepreneurs were covered under the present study. The criteria for selection of Dairy entrepreneur was operationalized as follows:

1. He/she should have more than 5 milch animals during the survey.
2. He/she should have at least an experience of 3 years in dairy farming.

Entrepreneurial behaviour of dairy farmers was measured by five components viz., Innovativeness, Achievement motivation, Manageability, Risk orientation and feedback usage. To measure entrepreneurial behaviour, statements of Raut (2009) [11] were used with slight modifications. The components innovativeness, risk orientation and manageability consisted of six statements, achievement motivation consisted of five statements and feedback usage consisted of four statements. The responses were obtained on a three-point continuum viz., 'agree', 'undecided', and disagree'. A weightage of 2, 1, and 0, respectively assigned to the response categories in case of positive statement and scoring was reversed for negative statements.

Constraints was operationalized as the all factors such as social, physiological, economic, technical, infrastructural and communicational which hinders farmers. It was measured by Garette ranking technique with the procedure as follows:

Garretts ranking technique:-

By using this technique, the order of the merits given by the respondents will be change into ranks by using the formula

Per cent position = $100 (R_j - 0.5) / N_j$ where,

R_j = rank given for i th factor by j th individual.

N_j = number of factors ranked by j th individual.

The per cent position of each rank will be converted into scores by referring table given by Garrett. Then for each factor, the scores of individual respondents will be added together and divided by the total number of respondents for whom scores were added. These mean scores for all the factors will be arranged in descending order and the constraints will be ranked.

Results and Discussion

Entrepreneurial traits of dairy farmers

Innovativeness

It may be very well seen from the Table 1 that 55.20 percent dairy farmers had a place with medium innovativeness. Further, 25.60 percent dairy farmers had a place with high ingenuity and 19.20 percent dairy farmers had low degree of innovativeness. An extensive level of dairy farmers were found in medium class of innovativeness. The potential reasons may be because of center level training and motivation by extension personnel and progressive farmers. These variables may have encouraged the dairy entrepreneur to incorporate the new dairy innovation. These outcomes are as per the discoveries of Lawrence and Ganguli (2012) [8], Patel *et al.*, (2014) [9], Rathod *et al.*, (2012) [10] and Jagadeeswary *et al.*, (2003) [5] reported that majority of the dairy farmers belonged to medium level of innovativeness.

Achievement Motivation

It is obvious from the table 1 that 12 per cent dairy farmers had a place with low achievement motivation whereas 4.80 per cent were in high achievement motivation category. Maximum farmers (83.20 per cent) had medium achievement motivation. The medium degree of achievement motivation among dairy farmers may be because of their eagerness to turn out to be financially stable. It is accepted that achievement motivation powers the person towards arriving at the objectives, which one has set for oneself. The centre level schooling, little land holding and financial inspiration may have urged them to set the more significant standards. The results are in lined with Vijaykumar (2001) [15] and Suresh (2004) [14], Reshma *et al.*, (2014) [13] and Patel *et al.*, (2014) [9] who also stated that around half of dairy entrepreneurs had medium achievement motivation.

Manageability

The data from table 1 revealed that 75.20 per cent respondents had medium manageability while 16 per cent respondents had low manageability and 8.80 per cent respondents had high manageability. These findings are in line with Chaurasiya *et al.*, (2015) [4] and contraindicated with the findings of Kumar (2012) [7] which revealed that the respondents with low manageability were more in number.

Table 1: Distribution of respondents according to Entrepreneurial Traits

| Sr. No. | Variables | Categories | Frequency | Percent |
|---------|------------------------|------------|-----------|---------|
| 1. | Innovativeness | Low | 24 | 19.20 |
| | | Medium | 69 | 55.20 |
| | | High | 32 | 25.60 |
| Total | | | 125 | 100 |
| 2. | Achievement Motivation | Low | 15 | 12.00 |
| | | Medium | 104 | 83.20 |
| | | High | 06 | 4.80 |
| Total | | | 125 | 100 |
| 3. | Risk Orientation | Low | 17 | 13.60 |
| | | Medium | 84 | 67.20 |
| | | High | 23 | 19.20 |
| Total | | | 125 | 100 |
| 4. | Manageability | Low | 20 | 16.00 |
| | | Medium | 94 | 75.20 |
| | | High | 11 | 8.80 |
| Total | | | 125 | 100 |
| 5. | Feedback usage | Low | 24 | 19.20 |
| | | Medium | 71 | 56.80 |
| | | High | 30 | 24.00 |
| Total | | | 125 | 100 |

Risk-orientation

From the Table it is observed that more than one third (67.20 per cent) of the dairy farmers were having medium risk orientation while 19.20 percent were having high risk orientation and 13.60 per cent dairy farmers were having low risk orientation. It is because of the fact that some farmers are having minimum land, absence of water supply and also, they are not financially stable as farmers with maximum land.

Lawrence and Ganguli (2012) [8] found that majority of the dairy farmers (58 per cent) had medium level of risk orientation and remaining 28 and 14 per cent had low level and high level of risk orientation, respectively. These findings are in accordance with the findings of Bhagyalaxmi *et al.*, (2003) [2], Suresh (2004) [14] and Reshma *et al.*, (2014) [13] who also reported in their study that respondents with medium risk orientation ability were more than other low and high categories of risk orientation.

Feedback usage

The data from table showed that more than one third dairy farmers had 56.80 per cent feedback usage whereas 24.00 per cent dairy farmers had high feedback usage and remaining 19.20 per cent dairy farmers had low feedback usage. The investigation findings of Raut and Sankhala (2014) [12] showed that majority of the respondents were in medium category that is 53.75 per cent. This shows that those people who are genuinely great at getting and use criticism to take proper restorative measures are bound to enhance their execution, efficiency and better administration of accessible assets and making their dairy enterprise a productive adventure.

Table 2: Distribution of Respondents according to their Overall Entrepreneurial traits (n=125)

| Sr. no. | Category | Frequency | Percent |
|---------|----------|-----------|---------|
| 1 | Low | 29 | 23.20 |
| 2 | Medium | 80 | 64.00 |
| 3 | High | 16 | 12.80 |
| Total | | 125 | 100.00 |

From the above results it is stated that majority (64.00 per

Table 3: Constraints faced by entrepreneurs in management of dairy enterprise

| Sr. No. | Constraints | Garrett Mean Score | Rank |
|---------|--------------------------------------------------------------------------------|--------------------|------|
| 1 | High cost of cross breed cow | 76 | I |
| 2 | Irregularity of milk sale | 70 | II |
| 3 | High cost of concentrate mixture | 60 | III |
| 4 | Poor conception rate in Artificial Insemination | 55 | IV |
| 5 | Low social and economic status | 51 | V |
| 6 | Lack of coordination among members | 48 | VI |
| 7 | Lack of knowledge of market policy | 43 | VII |
| 8 | Longer distance of market | 40 | VIII |
| 9 | Inadequate attachment to extension system | 38 | IX |
| 10 | Inadequate information about government schemes pertaining to dairy enterprise | 35 | X |

High cost of concentrate mixture was ranked on third position by 60 per cent dairy entrepreneurs. For the healthy condition of an animal balanced nutrition is important and for that mineral requirement should be fulfilled. If the cost of mineral mixture is more farmers with low annual income can't afford it and thus nutritional requirement cannot be fulfilled and some diseased conditions may occur in the animals. This will affect on the income of the farmers.

Poor conception rate in artificial insemination was observed due to lack of technical knowledge of artificial insemination. This constraint was ranked on fourth position along with 55 per cent respondents. Poor conception rate in artificial insemination may be due to lack of technical knowledge of artificial insemination, diseased condition of animals, and hormonal imbalance in the animal body etc. To combat this, proper nutritional diet is required. Low social and economic status can also affect on the progression of a dairy enterprise. In this study low social and economic status was observed in 51 per cent dairy entrepreneurs with fifth rank. Another constraint faced by the dairy farmers was low socio-economic status. Due to low socio-economic status they cannot invest in the dairy enterprise, they cannot buy crossbreed cows etc. Lack of coordination among members was observed in 48 per cent respondents with the sixth rank. Lack of coordination among members is responsible for the less growth of dairy enterprise. Due to lack of coordination, information exchange about animal husbandry can be hampered. Lack of knowledge of market policy was found in 43 per cent dairy farmers with seventh rank and due to this farmer cannot get proper

outcome from their enterprise. Lack of knowledge of market policy causes loss of dairy farmers as they are not aware about the current schemes in the market. Longer distance of market is also important constraint due to which dairy farmers cannot get access of the market to sale the milk and milk products.

Constraints faced by entrepreneurs in management of dairy enterprise.

From Table No.3 it can be concluded that the main constraint faced by dairy entrepreneurs was high cost of cross breed cows which included 76 per cent respondents and ranked first position. This might be due the farmers with low income are there in the research area and lack of knowledge of purchase policies of the government.

Irregularity of milk sale was also important constraint with 70 per cent respondents and was ranked second. It is possible because of longer distance of market which causes discontinuation of milk sale. Continuous demand of the market should be there for regular milk sale. Due to presence of diseased animals, milk cannot be sold to the people thus continuous milk sale is not possible.

This constraint was found in 40 per cent respondents holding eighth rank. Inadequate attachment to extension system was observed in 38 per cent of dairy entrepreneurs holding ninth rank. Lastly, inadequate information about government schemes pertaining to dairy enterprise was also one of the important constraints with 35 per cent respondents and with tenth rank. Inadequate attachment to extension system and inadequate information about government schemes causes economical loss of dairy farmers as they invest more money without getting any government discounts and schemes. Research findings are in line with Vani (2013) [16] and Adhikari *et al.* (2020) [11].

Conclusion

At the end of the research, it can be concluded that overall medium entrepreneurial behaviour was noticed in the study area. Major constraints faced by the dairy entrepreneurs was high cost of cross breed cow and irregularity of milk sale.

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