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Decision making ability of women in dairying enterprise

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Abstract

Decision making ability of the respondents refers to the decision taken by them pertaining to practices, viz., feeding, breeding, management, health care, marketing and processing, and miscellaneous. The result revealed that 41.67 percent of the women dairy farmers had moderate decision making ability, 40.00 percent had good decision making ability and 18.33 percent had poor. Decision making plays a major role in the management of an enterprise. Decision making ability is based on the foresight and confidence of the individual. The reason for majority of the respondents having moderate to good level of decision making ability might be due to active involvement of women in day-to-day activities of the enterprise.

Keywords: Decision making ability, women entrepreneurs, practice

Introduction

India is world's largest milk producing country with share of about 16 per cent in world's total milk production. India the current leader in dairy world rank -1 in milk production level of 198.4 million tonnes of milk growing steadily at a compound annual growth rate of about 5.68 per cent. In fact the major share of credit for India's position as the largest milk producing country in the world and the significant increase in per capita availability of milk in the country has to go to largely illiterate rural women dairy farmers. (patel1996). Farm women involved in taking decisions about the different farm operations house hold activities efficiently and look after their children and other members of family. The over burdening of household domestic work does not allow the farm women to find sufficient time to obtain enough knowledge not only about any particular subject matter but also denies opportunities to obtain necessary information and knowledge about improved farm practices dairy technology and livestock management.

Methodology

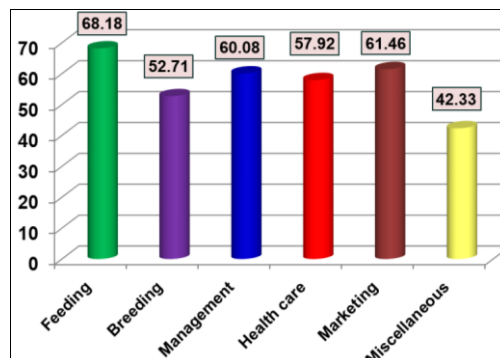
Ex post facto research design was used for the present study as the phenomena has already occurred. This study was conducted in Mathura district of Uttar Pradesh a total of 120 women entrepreneurs from four randomly selected blocks selling more than 50.00 per cent of produced milk for more than 150 days in a year were selected as respondents for the present study. Decision making ability of the respondents in dairy enterprise was studied under six subheads feeding, viz., breeding, and management, health care, marketing and miscellaneous. The responses were collected from respondents in a continuum viz, not consulted, joint, alone and the score of 0, 1, and 2 was allotted for these options, The weighted mean score of the statement was calculated and the statements were ranked accordingly.

Result and Discussion

The results presented in Table 1 and Figure 1 reveals that majority of respondents had adequate decision making ability in feeding practices (68.18%) marketing practices (61.46%) and management practices (60.08%) respectively.

Table 1: Distribution of respondents according to pooled decision making ability (n=120)

Sl. No.	Category	WMS	Rank
1.	Feeding	68.18	I
2.	Breeding	52.71	V
3.	Management	60.08	III
4.	Health care	57.92	IV
5.	Marketing	61.46	II
6.	Miscellaneous	42.33	VI

**Fig 1:** Distributions of respondents according to decision making ability

Result presented in Table.2 reveals that decision making ability of practices like green fodder to fed (90.83%), fodder chopping (74.58%) colostrums feeding to calves (72.92%), number of times animals to be milked (77.08%) type and

number of animals to be kept (71.25%), surplus milk to sold to the agencies (64.58%) used to be taken alone by women farmers.

Table 2: Distribution of respondents according to decision making ability (n=120)

Sl. No.	Variables	WMS	Rank
1.	Feeding practices		
i.	Quantity of concentrate to be fed	62.92	V
ii.	Mineral mixture are to be fed	60.42	VI
iii.	Frequency of feeding mixture	44.17	VII
iv.	Green fodder to be fed	90.83	I
v.	Quantity of crop residue to be fed	68.75	IV
vi.	Colostrum feeding to calves	72.92	III
vii.	Fodder Chopping	74.58	II
2.	Breeding practices		
i.	AI in dairy animal	47.50	V
ii.	Natural service in dairy animals	50.42	III
iii.	Bull Selection in case of natural service	55.83	II
iv.	Treatment of animal with reproductive disorders	57.08	I
v.	Pregnancy diagnosis	48.33	IV
vi.	Age of service in case of heifer	57.08	I
3.	Management practices		
i.	Type and number of animal to be kept	71.25	III
ii.	Dehorning of calf	45.00	IX
iii.	Animal are to be kept in open or in shed	62.50	VI
iv.	Shed to be pucca or kutecha	66.25	IV
v.	Colostrum to be fed to newborn Calf	63.75	V
vi.	Shed to be disinfected or not	51.25	VIII
vii.	Number of times animal are to be milked	77.08	I
viii.	Time of milking	72.08	II
ix.	Drying of dairy animal	60.00	VII
x.	Maintenance of farm records	31.67	X
4.	Health care practices		
i.	Vaccination to be done	60.83	III
ii.	First aid treatment to dairy animals	50.00	VI
iii.	Bull selection in case of natural service	62.92	I
iv.	Treatment of sick Animal	54.58	V
v.	Disinfection of animal shed	61.25	II
vi.	Protection of animal from extreme weather	57.92	IV
5.	Marketing and Processing of milk		
i.	Quantity of milk to be used for Home	59.17	IV
ii.	Surplus of milk and its product to be sold processed	64.58	I
iii.	Type of milk Product to be made	62.08	II
iv.	Selection of milk marketing channel	60.00	III

Conclusion

The result shows that majority of respondents had decision making ability in feeding practices i.e., 68.18 per cent, 52.71 involved in breeding practices, 60.08 per cent involve in management practices, 57.92 per cent involved in health care, 61.46 per cent involved in marketing practices, 42.33 per cent involved in miscellaneous practices as insurance of dairy animals, advantage of dairy schemes etc. Women in the study area were well equipped with the feeding practices, management practices breeding, health care and marketing and processing of milk. These type of activities need knowledge and precision where women lag behind. Similar findings were also reported by Cherian and Vats (2001) ^[11] who noticed that women usually made joint decisions with males regarding animal husbandry related decisions and less than 10 per cent decision was taken independently by female.

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