

Original Research Article

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Entrepreneurial Behavior of Rural Dairy Farmers

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ABSTRACT

Keywords

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The present study was conducted in Kashi Vidyapeeth block of Varanasi district of Uttar Pradesh during 2017-18. From the three villages chosen from Kashi Vidyapeeth block, total 120 respondents practicing dairy and possessing at least one milch animal such as cow/buffalo were selected purposively to find the entrepreneurial behaviour of dairy farmers. The data was collected by personal interview with the help of structured interview schedule. The study revealed that majority of the dairy farmers found to have medium level of entrepreneurial behaviour followed by high and low level of entrepreneurial behaviour.

Introduction

The importance of dairying in our country hardly needs emphasizing. The vast resources (more than 50 per cent of the world's buffalos and 20 per cent of its cattle) of livestock in the country play an important role in the national economy as well as in the socio-economic development of millions of rural households. Dairy enterprise could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level is increasingly being recognized. A sustainable and financially viable dairy farming, which will generate income and self-employment

through entrepreneurship, is the need of the day (Shah *et al.*, 2003). In the present era, it is being realized that entrepreneurship contributes to development of a country in several ways, viz. assembling and harnessing the various inputs, bearing the risks, innovating and imitating the techniques of production to reduce the cost and increase its quality and quantity, expanding the horizons of the market, and coordinating and managing the manufacturing unit at various levels. In fact, the rapid economic development of a country crucially depends upon the number of abilities of entrepreneurs. In this context, entrepreneur is one of the most important inputs for development of dairy enterprise

which may prove phenomenal for economic development of farming community. Keeping the above facts in view, the present study was carried out with following objective: To assess the level of entrepreneurship of dairy farmers.

Materials and Methods

The study was conducted during 2017-18 in Varanasi district Uttar Pradesh. From the Varanasi district Kashi Vidyapeeth block was selected purposively. From Kashi Vidyapeeth block three villages having more number of farmers practicing dairying are selected purposively. From each selected village 40 farmers having at least one milch animal were selected randomly constituting total of 120 respondents as sample size and data were collected by personal interview method with the help of structured interview schedule. Statistical tools such as frequency, percentage, mean and standard deviation were used to analyse the collected data. The term entrepreneurial behaviour has been operationalized as a composite skill, the resultant of mix of many qualities and traits. The entrepreneurial behaviour of the respondents was studied using the dimensions viz., innovativeness, achievement motivation, decision making ability, risk – orientation, coordination ability and planning ability. Based on entrepreneurial behaviour score, the respondents were classified into three groups viz., low, medium and high on the basis of Mean \pm SD.

Results and Discussion

Entrepreneurial behaviour of dairy farmers

The perusal of data in Table 1 shows the distribution of dairy farmers according to their entrepreneurial behaviour. It is apparent from the data that majority 65.00 per cent of dairy farmers were found to have medium

level of entrepreneurial behaviour followed by high 18.33 per cent and low 16.66 per cent. The logical reasons of medium followed by, high entrepreneurial behaviour might be due to their sound financial condition, higher land holding, higher education level and higher scientific orientation. However, all the major eleven components of entrepreneurial behaviour of dairy farmers together reflect their medium entrepreneurial behaviour. These findings are in accordance with the findings of Bhagyalaxmi *et al.*, (2003) and Suresh (2004). However, the dairy farmers should have high level of entrepreneurship. Hence, special consideration is required to develop the entrepreneurship in dairy farmers because dairy enterprise is one of the promising sectors of entrepreneurship development in India.

Components of Entrepreneurial behaviour

The entrepreneurial behaviour of dairy farmers comprised six components, such as, innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability and planning ability. Data have been furnished in Table 2. The profile of dairy farmers on entrepreneurial characteristics is given below.

Innovativeness

It is observed from Table 2 that 47.50 per cent of dairy farmers belonged to medium category of innovativeness, followed by 37.50 per cent of respondents had low level of and only 15 per cent of dairy farmers had high level of innovativeness. These results are in accordance with the findings of Bhagyalaxmi *et al.*, (2003) and Suresh (2004).

Achievement motivation

It is evident from the Table 2 that more than half 55.84 per cent of the dairy farmers had medium level of achievement motivation,

whereas 23.33 per cent dairy farmers belonged to high achievement motivation category, followed by 20.83 per cent low achievement motivation category. Similar results have been reported by Vijaykumar (2001) and Suresh (2004).

Table.1 Entrepreneurial behaviour of dairy farmers (N=120)

Category	Frequency	Per cent
Low	20	16.66
Medium	78	65.00
High	22	18.33

Table.2 Distribution of dairy farmers based on components of entrepreneurial behaviour of dairy farmers (N=120)

Component	Frequency	Per cent	Mean	SD
Innovativeness				
Low	45	37.50	3.21	1.10
Medium	57	47.50		
High	18	15.00		
Achievement motivation				
Low	25	20.83	2.78	1.50
Medium	67	55.84		
High	28	23.33		
Decision making ability				
Low	33	27.50	8.29	1.10
Medium	61	50.83		
High	26	21.67		
Risk orientation				
Low	38	31.67	5.94	2.86
Medium	51	42.50		
High	31	25.83		
Coordinating ability				
Low	25	20.83	4.62	1.36
Medium	69	57.50		
High	26	21.67		
Planning ability				
Low	37	30.83	3.37	1.04
Medium	69	57.50		
High	14	11.67		

Decision making ability

It could be inferred from Table 2 that majority 50.83 per cent of dairy farmers were having

medium level of decision making ability, whereas 27.50 per cent of dairy farmers were having low level of decision making ability and 21.67 per cent of dairy farmers were

having high level of decision making ability. Similar trend have been reported by Vijaykumar (2001) and Suresh (2004).

Risk orientation

The data furnished in Table 2 revealed that majority 42.50 per cent of dairy farmers had medium level of risk orientation followed by 31.67 per cent of dairy per cent of dairy farmers had low level of risk orientation, whereas 25.83 per cent of dairy farmers had high level of risk orientation. These findings are accordance with the findings of Bhagyalaxmi *et al.*, (2003) and Suresh (2004).

Coordinating ability

It is apparent from Table 2 that majority 57.50 per cent of the dairy farmers had medium co-ordinating ability followed by 21.67 per cent and 20.83 per cent of dairy farmers having high and medium co-ordinating ability of dairy activities, respectively. The result obtained in the present study is in line with the findings of Vijaykumar (2001).

Planning ability

It is clear from the Table 2 that majority 57.50 per cent of dairy farmers had medium level of planning ability with 30.83 per cent possessing low and only 11.67 per cent of respondents having high planning ability respectively. Only few dairy farmers possess high planning ability this might be due to the fact that most of dairy farmers did not give importance to the activities, which would help them in future.

In conclusion, the study revealed that, majority of dairy farmers had medium level entrepreneurial behaviour which is an apparent indication of the permissiveness of dairy growers. Efforts for increased awareness and knowledge in dairy production techniques through various innovative extension methods exclusively designed for the target group is urgently needed. This will help them to acquire day to day technical developments and the impact of adoption of those scientific practices on their dairy business and livelihood.

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