



Perception of Women Dairy Farmers about Dairy Enterprise in Ramanagara District of Karnataka

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ABSTRACT

Dairying has become an important source of income for millions of rural families and assumed most important role in providing employment and income generating opportunities particularly for marginal and women farmers. Perception to dairy enterprise is operationally defined as psychological awareness of women dairy farmers on the advantages and disadvantages of being dairy entrepreneurs. The study was conducted in Ramanagara district of Karnataka. Magadi taluk and Ramanagara taluk were purposely selected based on the highest and the lowest number of women Dairy Cooperative Societies (WDCS) functioning, respectively. Women dairy co-operative societies were exclusively selected. Six women dairy co-operative societies were randomly selected from each taluk. Fifteen women members including office bearer's *i.e.*, president, vice president and secretary were selected from each WDCS, constituting a sample size of 180 for the study. It could be inferred that regarding communication characteristics a great majority (82.22%) had low organisational participation, belonged to medium (61.66%) level of extension participation and medium (52.22%) level of cosmopolitaness. Further, less than half (45.56%) of the members had a good overall perception about dairy enterprise. With respect to dimensions of perception, the majority of the women dairy farmers had a good (53.34%) economic perception, poor (40.56%) technological perception and good (53.33%) general perception.

Key Words: Dairy, Enterprise, Farmers, Perception, Performance, Women.

INTRODUCTION

Women have entered in different fields of business, contributing to the growth of the economy. The activities like *papad* making, *agarbatti* making, tailoring, pickle making, pottery, petty shops etc., are the major entrepreneurial activities being undertaken by women in rural areas to ensure economic security, besides engaging themselves in agriculture and allied activities including dairy enterprise. India ranks first among the world's milk producing Nations since 1998 and has the largest bovine population in the World. Milk production has been increasing steadily over the year from 55.6 Mt in 1991-92 to 176.3 Mt in 2017-18. The average annual growth rate of milk production is 4.5% as of 2018. The per capita availability of milk in India during 2017-18 was 375 g/day and by 2023-24, it is estimated to increase to 592 g/day. This represents

sustained growth in the availability of milk and milk products for our growing population.

Dairying has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities particularly for marginal and women farmers. Most of the milk is produced by animals reared by small, marginal farmers and landless labourers. Karnataka Cooperative Milk Producers' Federation Limited (KMF) is the second largest dairy co-operative amongst the dairy cooperatives in the country. In South India it stands first in terms of procurement as well as sales. The dairy enterprise ensures not only provide economic support but also ensures nutritional security for the children and other family members. Majority of activities in dairying are taken up by women folk. In some cases, all-most

Table 1. Communication characteristics of women dairy farmers. (n=180)

Sr. No.	Characteristic	Category	Magadi Taluk (n ₁ -90)		Ramanagara Taluk (n ₂ -90)		Total (n-180)	
			No.	%	No.	%	No.	%
1	Organizational Participation Mean = 1.42± 0.55	Low (<1.14)	75	83.34	73	81.11	148	82.22
		Medium (1.14-1.69)	4	4.44	6	6.67	10	5.56
		High (>1.69)	11	12.22	11	12.22	22	12.22
2	Extension Participation Mean = 15±1.94	Low (<14.51)	18	20.00	14	15.56	32	17.78
		Medium (14.51-15.49)	58	64.44	53	58.88	111	61.66
		High (>15.49)	14	15.56	23	25.56	37	20.56
3	Cosmopolitaness Mean = 6.3±1.57	Low (<5.52)	15	16.66	14	15.56	29	16.11
		Medium (5.52-7.09)	50	55.56	44	48.88	94	52.22
		High (>7.09)	25	27.78	32	35.56	57	31.67

all activities are carried out by women. Increasing demand for milk and milk products in recent years made the dairy farming as a profitable enterprise for women. Further, in the recent past women dairy co-operative societies (WDCS) are gaining importance and are being established in big numbers. Perception of women dairy farmers about the dairy enterprise is very much important in making the WDCS a successful unit. Thus, it was found worthwhile to conduct a study with the objective to measure the communication characteristics and perception of women dairy farmers about dairy enterprise.

MATERIALS AND METHODS

The study was conducted in Ramanagara district of Karnataka. Magadi taluk and Ramanagara taluk were purposively selected based on the highest and the lowest number of WDCSs functioning in the respective taluks. Six women dairy co-operative societies were randomly selected from each taluk. Fifteen women members including office bearers *i.e.*, president, vice president and secretary are selected from each WDCS, constituting a sample size of 180 for the study. The dependent variables

like performance and four socio-economic variables namely occupation, land holding, annual income and milch animal possession were considered for the study looking into the objectives of the study. Perception scale developed by Preethi (2015) was slightly modified and used to measure perception of women dairy farmers about dairy enterprise. Independent variables selected for the study were quantified by using structured schedule with suitable scales. Data were gathered through personal interview method with the help of structured, pre-tested interview schedule. The collected data were quantified and analyzed using frequency, percentage, mean and standard deviation.

RESULTS AND DISCUSSION

Organizational participation

A majority of the women dairy farmers (>80 %) belonged to low organizational category in Magadi taluk and Ramanagara taluk whereas about 12 per cent of them belonged to high organizational category in both Magadi and Ramanagara taluka (Table 1). Same trend was observed in the pooled data. The possible reasons for this might be due to

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Table 2. Overall perception of women dairy farmers. (n=180)

Sr. No.	Category	Magadi Taluk (n ₁ =90)		Ramanagara Taluk (n ₂ =90)		Total (n=180)	
		No.	%	No.	%	No.	%
1	Poor (<46.79)	16	17.78	34	37.78	50	27.78
2	Good (46.79-48.55)	42	46.66	40	44.44	82	45.56
3	Better (>48.55)	32	35.56	16	17.78	48	26.66

Dimension wise perception of women dairy farmers

the fact that, normally women hesitate to participate, due to their pre-engagements in house hold works along with their inhibitions and the presence of male counterparts in the meetings. The present findings were in accordance with the findings of Chaudhari (2006).

Extension participation

The data (Table 1) revealed that a majority (64.44%) of women dairy farmers belonged to medium level of extension participation, whereas only 20.0 per cent belonged to low level of extension participation followed by high (15.56%) level of participation in Magadi taluk. However, in Ramanagara taluk, majority (58.88%) of them belonged to medium level while, nearly one fourth (25.56%) of them belonged to high level followed by low level (15.56%) of extension participation. In pooled situation, majority (61.66%) of the women dairy farmers belonged to medium level of extension participation, whereas only 20.56 per cent of them belonged to high level followed by low level (17.78%) of extension participation. The above findings are in line with the findings of Hadagali (2013). The reason for medium extension participation observed in the study may be due to busy schedule of work and that the male members in the family would have not permitted them to attend, instead the male members only might have participated in the extension activities.

Cosmopolitaness

Results (Table 1) reveal that a majority (55.56%) of women dairy farmers had medium

level of cosmopolitaness whereas nearly one fourth (27.78%) of them had high level followed by low (16.66%) level in Magadi taluk. In Ramanagara taluk 48.88 per cent women dairy farmers had medium level of cosmopolitaness, whereas 35.56 per cent of them had high level followed by low level (15.56%). In pooled situation, majority (52.22%) of the respondents belonged to medium cosmopolitaness, while, 31.67 per cent belonged to high followed by low (16.11%) level. The above findings were in line with the findings of Mamathalakshmi (2013), Preethi (2015) and Kowsalya (2017). The reason for the results obtained might be due to the work related to women dairy co-operative society and also weekly once sandy day in the nearest town. They need to purchase domestic and personnel daily needs at sandy day.

Overall perception of women dairy farmers

The data (Table 2) revealed that 46.66 , 35.56 and 17.78 per cent of women dairy farmers in Magadi taluk has good, better and poor overall perception about dairy enterprise, respectively. In Ramanagara taluk 44.44, 37.78 and 17.78 per cent of respondents has good, poor and better perception about dairy enterprise, respectively. In pooled situation, 45.56, 27.78 and 26.66 per cent of the women dairy farmers had good, poor and better perception about dairy enterprise respectively. The above findings were in line with the findings of Mahesh (2014) and Preethi (2015). The possible reason for the good overall perception of women dairy farmers about dairy enterprise might be due

Table 3. Dimension wise perception of women dairy farmers. (n=180)

Sr. No.	Dimension	Category	Magadi Taluk (n ₁ =90)		Ramanagara Taluk (n ₂ =90)		Total (n=180)	
			No.	%	No.	%	No.	%
1	Economic Mean = 18.35±0.87	Poor (<17.91)	7	7.78	8	8.89	15	8.33
		Good (17.91-18.79)	40	44.44	56	62.22	96	53.34
		Better (>18.79)	43	47.78	26	28.89	69	38.33
2	Technological Mean = 15.87±0.92	Poor (<15.41)	25	27.78	48	53.33	73	40.56
		Good (15.41-16.33)	36	40.00	28	31.11	64	35.56
		Better (>16.33)	29	32.22	14	15.56	43	23.89
3	General Mean = 13.44±0.76	Poor (<13.07)	3	3.33	7	7.78	10	5.56
		Good (13.07-13.82)	48	53.34	48	53.33	96	53.33
		Better (>13.82)	39	43.33	35	38.89	74	41.11

to their education level, income expected from dairy, experience in dairy management and taking up dairy as a major occupation along with farming.

Economic dimension

It could be inferred (Table 3) that 47.78 and 44.44 per cent of women dairy farmers from Magadi taluk had better and good economic perception, respectively followed by poor (7.78%) perception, whereas, in Ramanagara taluk 62.22 and 28.89 per cent of respondents had good and better economic perception, respectively. In pooled data, 53.34 and 38.33 per cent of respondents had good and better economic perception, respectively. The above findings were in line with the findings of Preethi (2015). The reason for majority of the respondents to possess good to better economic perception about dairy enterprise might be attributed to their assured income from dairy activities that would have helped in the upliftment of their livelihood.

Technological dimension

The data (Table 3) revealed that about 40.00, 32.22 and 27.78 per cent of the women dairy farmers in Magadi taluk had good, better and poor

technological perception respectively. Whereas in Ramanagara taluk 53.33, 31.11 and 15.56 per cent of the respondents have poor, good and better technological perception respectively. In pooled data 40.56, 35.56 and 23.89 per cent of the respondents have poor, good and better technological perception, respectively. The above findings were in contrast with the findings of Preethi (2015). The possible reasons for poor to good technological perception about dairy enterprise may be due to their medium education level and low level of scientific orientation. The women dairy farmers are mostly traditional in nature, so they feel difficulty in accepting the scientific and technical aspects easily.

General dimension

It could be inferred (Table 3) that 53.34 and 43.33 per cent of the women dairy farmers from Magadi taluk had good and better general perception respectively followed by poor (3.33%) perception. In Ramanagara taluk, 53.33 and 38.89 per cent of respondents had good and better general perception respectively, followed by poor (7.78%)

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perception. In pooled data 53.33 and 41.11 per cent of respondents had good and better general perception respectively, followed by poor (5.56%) perception. The above findings were in line with the findings of Preethi (2015). The reason for majority of the respondents having good to better general perception about dairy enterprise may be due to their medium level of experience in dairy farming and better annual income. In general, they have a good perception about dairy enterprise.

CONCLUSION

Regarding communication characteristics, it can be concluded that a great majority of women members of WDSC had a low organizational participation, medium level of extension participation and a medium level of cosmopolitaness. Further, less than half of them had a good overall perception about dairy enterprise. With respect to dimensions of perception, the majority of women dairy farmers had a good economic perception, a poor technological perception and a good general perception to dairy enterprise.

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