

CONTRIBUTION OF SOCIO-ECONOMIC PROFILE OF DAIRY FARMERS TOWARDS THEIR ENTREPRENEURIAL BEHAVIOR

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Abstract: The present study was conducted to assess the contribution of socio-economic characteristics of dairy farmers towards their entrepreneurial behaviour in Villupuram district of Tamil Nadu. The data was collected using a semi structured and pre-tested interview schedule from 100 randomly selected dairy farmers. The results revealed that majority of socio-economic characteristics like age, occupation, education, land holding, house type and herd size had significantly influenced their entrepreneurial behaviour. It necessitates formulation and implementation of suitable education strategies to increase the level of entrepreneurial behaviour among the dairy farmers that in turn influences on productivity of milch animals.

Keywords: Dairy farmers, socio-economic, entrepreneurial behaviour, Tamil Nadu.

Introduction

Dairying in India plays a crucial role in the rural economy, which has the highest potential of generating income and employment through augmenting productivity of milch animals. Planners and policy makers have viewed dairying as an effective instrument of social and economic change. However, sustainability of dairy enterprise largely depends on efficient management of the resources (Manivannan and Tripathi, 2007). Entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment (Chandramouli *et al.*, 2007; Parihar *et al.*, 2008). The entrepreneurs are key persons of any country for promoting economic growth and technological change. India is the largest milk producer in the world; therefore role of dairy farmers is very important in the socio-economic development of the society (Chaudhari *et al.*, 2007). Thus, considering the above facts, the present study was undertaken with the objective to assess the contribution of socio-economic characteristics of dairy farmers towards their entrepreneurial behaviour.

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Materials and Methods

The present study was conducted in Villupuram district of Tamil nadu, since this district ranks first in dairy cattle population. Chinnasalem and Kallakurichi taluks were selected for the present study as these two taluks were highest in milk production in villupuram district. Five villages in each taluk and 10 farmers from each village were selected randomly to arrive the overall sample size of 100 farmers. Data were collected through pre-tested interview schedule from 100 dairy farmers and data were analysed with the help of analysis of variance (ANOVA).

Results and Discussion

The dairy farmers of old age group showed significantly higher entrepreneurial behaviour when compared to young and middle age group. But the young and middle aged dairy farmers were similar in their entrepreneurial behavior (Table-1). Regarding occupation, dairy farmers who are in service and business had significantly higher entrepreneurial behaviour than farmers who were engaged in labour, independent profession and cultivation. This might be due to their resourcefulness and more risk taking ability. Dairy farmers who were educated upto 'higher secondary' and 'graduate' level had high entrepreneurial behaviour (table-1). This might be due to increased awareness, knowledge, achievement motivation and responsibility among the highly educated respondents. There was no significant difference in relation to entrepreneurial behaviour between different family size, family type and farm power. Land holding (above 2 hectares) and medium-large farmers had significantly higher entrepreneurial behaviour. Landless, small and medium farmers were similar in their entrepreneurial behavior. The entrepreneurial behaviour of the farmers residing at Pucca house was significantly higher than the farmers residing at hut, Kutcha and mixed house. Dairy farmers who had upper medium and large herd size showed significantly higher entrepreneurial behaviour than very small, small and lower medium herd size. Large herd size contributed to more entrepreneurial behaviour compared to 'upper medium' category.

Table I: Analysis of variance of socio-economic variables in relation to entrepreneurial behavior (Mean±SE)

Independent variables	Category	Entrepreneurial behaviour Mean ± S.E)
Age	Upto 35 years	10.39 ^a ± 0.16
	35-50 years	10.22 ^a ± 0.14
	51 years & above	12.22 ^b ± 0.25
Occupation	Labour	10.23 ^a ± 0.17

	Caste occupation	0.00 ^a ± 0.00
	Business	12.74 ^a ± 0.86
	Independent profession	10.60 ^a ± 0.35
	Cultivation	10.28 ^a ± 0.13
	Service	12.41 ^b ± 0.44
Caste	Scheduled tribe	10.67 ^a ± 0.24
	Scheduled caste	10.12 ^a ± 0.15
	Most backward caste	10.46 ^a ± 0.25
	Other backward caste	10.17 ^a ± 0.18
	General caste	0.00 ^a ±0.00
Education of respondent	Illiterate	10.27 ^a ± 0.19
	Can read only	10.55 ^a ± 0.25
	Can read & write	10.15 ^a ± 0.27
	Primary	10.05 ^a ± 0.35
	Middle school	10.29 ^a ± 0.20
	High school	11.52 ^{ab} ± 0.33
	Graduate	12.63 ^b ± 0.34
Family type	Nuclear family	10.21 ^a ± 0.15
	Joint family	10.32 ^a ± 0.13
Family size	Upto 5 members	10.16 ^a ± 0.15
	More than 5 members	10.36 ^a ± 0.13
Land holding	No land	10.22 ^a ± 0.15
	Upto one hectare	10.20 ^a ± 0.19
	Upto two hectares	10.65 ^a ± 0.20
	Above two hectares	11.68 ^b ±0.29
House	No house	0.00 ± 0.00
	Hut	10.46 ^a ± 0.19
	Kutch house	10.27 ^a ± 0.15
	Mixed house	10.25 ^a ± 0.19
	Pucca house	11.84 ^b ± 0.31
	Mansion	0.00 ±0.00
Farm power	No draught animal	10.13 ^a ± 0.14
	1-2 draught animals	10.39 ^a ± 0.17
	3-4 draught animals or more prestige animals	10.38 ^a ± 0.17
	5-6 draught animals	0.00 ±0.00
Herd size	Very small	10.08 ^a ± 0.23
	Small	10.31 ^a ± 0.19
	Lower medium	10.28 ^a ± 0.18
	Upper medium	11.44 ^b ± 0.15
	Large	12.18 ^{ab} ± 0.38

Mean value with different superscripts in columns differ significantly ($p < 0.05$).

Summary

Majority of socio-economic characteristics like age, occupation, education, land holding, house type and herd size had significantly influenced the entrepreneurial behaviour. Family size, family type and farm power didn't influence significantly the entrepreneurial behaviour.

Efforts for training to farmers as entrepreneurs, entrepreneurial awareness, bringing the new technology within the reach of farmers and acquaint them with the new avenues of entrepreneurship were necessary.

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