

Barriers in Functioning of Dairy Enterprise Managed by Rural Women

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ABSTRACT

This study was undertaken in the year of 2011 in Faizabad district of Uttar Pradesh with 120 respondents (60 rural women from SHG and 60 rural women from non-SHG of dairy enterprise). The main objective of this study was to find out the barriers in functioning of dairy enterprise managed by rural women. Majority of the SHG rural women faced the barriers as chances of dishonesty regarding handling of money, poor economic access of women to invest in dairy enterprise, lack of training programme, improper supply and high cost of veterinary services and medicines, lack of proper marketing channels. The majority of the non-SHG women faced hindrance of casteism hinders in proper SHG formation, improper supply and high cost of veterinary services and medicines, lack of training programmes and lack of proper marketing channels. Most of the independent variables *viz.*, age, family size, occupation, mass media sources, overall extension contact, farm power, agricultural implements *etc.* were found highly significant and positively correlated with degree of women empowerment.

Key words: Self Help Group (SHG), barriers, rural women, dairy enterprise, women empowerment

INTRODUCTION

Dairying in India is one of the important subsidiary occupations in the rural areas next to agriculture. In livestock management, indoor jobs like milking, cleaning *etc.* are done by women in 90 per cent families (Kadu *et al.*, 2013). They need to put double effort compared to men. Women face unique problems like financial constraints, over-dependence on intermediates for credit, scarcity of raw materials, intense competition, high cost of production, low mobility, family ties, obstacles to credit and a host of other problems based on women's social status when they enter into the world of entrepreneurship (Vani, 2013). The present study was conducted with the objectives of identifying the barriers in functioning of dairy enterprises by rural women; and finding out the relationship between different variables and empowerment of dairy women.

METHODOLOGY

The study was conducted in Milkpur block of Faizabad district of Uttar Pradesh in the year of 2011, which was selected purposively. A total number of 120 respondents (60 SHG member women, 60 non-SHG rural women) were selected from 6 villages randomly on the basis of dairy enterprise. A structured interview schedule was developed keeping in view the objectives and variables under study. The respondents were contacted personally for data collection. The analysis of data was

done by using the frequency, percentage and rank order for drawing the inferences.

RESULTS AND DISCUSSION

Barriers in undertaking dairy unit : Perceived barriers referred as the hindrances faced by respondents in respect of social barriers, financial barriers, technological barriers, marketing barriers or other factors which come in the way of process of formation of SHGs, rules and regulation of group, promotion of group and overall management of group *etc.* The extent of barriers must be minimum possible to empower the rural women for effective management of dairy enterprise.

Table 1: Barriers in undertaking dairy unit as perceived by respondents n=120

Barriers	SHG women (N=60)			Non SHG women (N=60)		
	No.	% age	Rank orders	No.	% age	Rank orders
Social barriers						
Lack of working abilities among group women	08	13.00	II a	03	5.00	III
Women earning is usually snatched by drinker husband	07	11.00	III	08	13.00	II a
Casteism hinders in proper SHG formation	08	13.00	II b	09	15.00	I
Chances of dishonesty regarding handling of money.	12	20.00	I	08	13.00	II b

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Financial barriers						
Women have poor economic access to invest in dairy enterprise	09	15.00	I a	05	8.00	II
Spread rumors in society about dairy unit	06	10.00	III	0	0	V
Improper supply and high cost of veterinary services and medicines	09	15.00	I b	06	10.00	I
Loan utilization of their on other enterprises	05	8.00	IV	03	5.00	III
Given amount of loan is insufficient'	08	13.00	II	01	1.00	IV
Technological barriers						
Lack of training programme	13	21.00	I	06	10.00	I
Managerial problem	09	15.00	III	04	6.00	II
Problem in veterinary services for women dairy	07	11.00	IV	01	1.00	IV
Lack of knowledge in preparing balance ration based on available resources	10	16.00	II	02	3.00	III
Marketing barriers						
Lack of proper marketing channels	14	23.00	I	15	25.00	I
Lack of remunerative milk prices	03	5.00	VI	07	11.00	III
Dominance of middleman in dairy market.	11	18.00	III	03	5.00	VI
Proper markets being distantly located are generally inaccessible to rural women for disposal of the milk and milk products.	12	20.00	II	8	13.00	III

Social barriers : The Table 1 indicated that 'chances of dishonesty regarding handling of money' ranked Ist under social barrier category. Problem of 'lack of working abilities among group women' ranked IIa. The problem 'castism hinder in proper SHG formation' ranked IIb. The problem of 'womens earning usually snatched by drinker husband' ranked IIIrd.

In case of non-SHG women, majority of the members faced social barriers such as 'castism hinders in proper SHG formation' (ranked I), followed by 'women earning usually snatched by drinker husband' ranked IIa, 'chances of dishonesty regarding handling of money' (ranked IIb) and 'lack of working abilities among group women' (ranked III).

Financial barriers : Majority of SHG women faced financial barriers such as 'women have poor economic access to invest in dairy enterprise' (ranked Ia). The problem of 'improper supply and high cost of veterinary services and medicines' ranked Ib followed by 'given

amount of loan is insufficient' which ranked IInd. Spread of numerous in society about dairy unit ranked IIIrd. In the case of non-SHG women, majority of the respondents faced the financial barriers such as 'improper supply and high cost of veterinary services and medicines' which ranked Ist, followed by 'women have poor economic access to invest in dairy enterprise' ranked IInd, 'utilization of loan on other household activities' were ranked IIIrd and 'given amount of loan is insufficient' ranked IVth.

Technological barriers : Majority of SHG women faced technological barriers such as 'lack of training programme' which ranked Ist followed by 'lack of knowledge in preparing balance ration based on available resources' (ranked IInd) and managerial problem' (ranked IIIrd). In the case of non-SHG women, majority of members faced technological barriers such as 'lack of training programme' (ranked Ist) followed by 'managerial problem' (ranked IInd), 'lack of knowledge in preparing balance ration based on available resources' (ranked IIIrd) and 'problem in centenary veterinary services for women dairy' (ranked IVth).

Marketing barriers : Majority of SHG women faced marketing barriers such as 'lack of proper marketing channels' which ranked Ist followed by 'proper markets being distantly located are generally inaccessible to rural women for the disposal of milk & milk product' (ranked IInd) and 'dominance of middleman in dairy market' (ranked IIIrd).

In the case of non-SHG women the maximum members reported marketing barriers such as 'lack of proper marketing channels' (ranked Ist) followed by 'proper markets being distantly located are generally inaccessible to rural women for disposal of the milk and milk products' (ranked IInd), 'lack of remunerative milk prices' (ranked IIIrd), 'misguidance and unhealthy treatment of purchaser harass the women seller in attainment of proper prices' (ranked IVth) and dominance of intermediaries in dairy market (ranked Vth).

Factors influencing the degree of empowerment of dairy women : It is evident from the values of correlation coefficient as appeared in Table 2 that out of 20 variables, 13 variables viz., age, family size, occupation, mass media sources contact, overall extension contact, farm power, agricultural implements, household materials, transportation material possession and scientific orientation were found to be highly significant and positively correlated with degree of empowerment of dairy women at 0.01 per cent probability.

Table 2: Correlation coefficient between different variables with degree of empowerment (social, technical and economical) n=120

Variables	Correlation coefficient (r)
Age	0.272**
Family size	0.307**
Education	0.02
Land holding	0.158
Occupation	0.426**
Formal sources contact	-0.244*
Informal sources contact	0.193
Mass media sources contact	0.312**
Over all extension contact	0.4799**
Farm power possession	0.375**
Agril. implements possession	0.320**
House hold materials possession	0.373**
Transportation materials possession	0.427**
Communication media possession	0.047
Economic motivation	0.114
Risk orientation	-0.220*
Value orientations	0.190
Scientific orientation	0.417**

* Significant at 0.05 probability level 0.1946

**Significant at 0.01 probability level= 0.2540

The variables like education, land holding, informal sources, communication material possession, economic motivation, value orientations were found to be non-significant, but positively correlated with degree of empowerment. The variables like formal sources and risk orientation, were found to be significant and negatively correlated with degree of empowerment of dairy women.

CONCLUSION

The study revealed that the dominant barriers in proper functioning of SHG and non-SHG based dairy enterprise managed by rural women were such as chances of dishonesty regarding handling of money, improper supply and high cost of veterinary services and medicines, lack of training programme and lack of proper marketing channels. There was not much difference found in perceived problems by SHG and non-SHG rural women in undertaking dairy enterprises.

The formation of SHGs by rural women was closely inter-linked with economic, education, social, cultural, religious, psychological and institutional variables. Age, family size, occupation, mass media sources, overall extension contact, farm power, agricultural implements, household materials *etc.* were highly significant and positively correlated with degree of empowerment of dairy women.

Paper received on : September 27, 2014

Accepted on : October 30, 2014

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