Research Article

DOI: 10.48165/jes.2022.38.1.4

ACS Publisher
www.acspublisher.com

Journal of Extension Systems

Year 2022, Volume-38, Issue-1 (Jan-Jun)

ISSN 0970-2989 (Print)
ISSN 2582-273X (Online)

Constraints Perceived by the Dairy Entrepreneurs in Dairy Farming

Vinay Kumar[1], Tikam C. Goyal[2] and Rohitash Kumar[3]

[1]Teaching Associate, Pashu Vigyan Kendra, Churu (Raj.), [2, 3]Assistant Professor and Teaching Associate, Dept. of Vety. & A.H. Extension Education, CVAS, Navania, Vallabhnagar, Udaipur- (Rajasthan University of Veterinary and Animal Sciences, Bikaner) -313601,

ARTICLE INFO

Key words: Constraints, Dairy entrepreneurs, Dairy constraints Livestock production, Dairy farmers.

ABSTRACT

The study was conducted in Udaipur district of Rajasthan state selected purposely keeping in view the fact that the district has highest population of livestock in southern Rajasthan. A sample of 120 respondents was selected. The results indicated that level of constraints encountered by the dairy farmers as dairy entrepreneurs in six major domains viz. economic constraints, communication constraints, infrastructure constraints, technical constraints, socio-psychological and marketing constraints were found to be 72.5,70.0,68.33, 65.83, 57.5 and 52.5 per cent with ranked I,II,III,IV,V and VI respectively. Further the desirable changes in entrepreneurial behavior can be brought about by overcoming the economic, infrastructural, technical, socio-psychological and marketing related constraints perceived by the dairy farmers in the study area.

Introduction

Livestock are the most important sources of livelihood in the state, especially for the poor. Animal husbandry is a more stable source of livelihood than farming since it is less affected by failure of rains. Milk and milk products constitute the only source of animal protein for a sizable vegetarian population. Milk products are an integral constituent of religious ceremonies. Animal husbandry is a major economic activity in Rajasthan and makes significant contributions towards improving rural livelihood of the state. It contributes about 8 per cent to the state's gross domestic product. Rajasthan with the highest livestock population in India contributes nearly 35 per cent of wool production and 9 per cent of total milk production in the country. India is the highest milk producing country, but per animal milk production is very low therefore, there is a need to increase the milk production of the individual animal. To achieve this, there is a need to know the area of development where dairy farmers face such constraints. Dairy industry occupied a chief position in the agriculture economy of India as its contribution to Indian agriculture GDP is highest. The contribution of agricultural GDP in total GDP is in the decline phase; however, the share of milk production in total GDP is increasing year to year (N. Vijay, 2011). Milk is produced and consumed throughout the world and, in almost all the countries. India has the largest cattle and buffalo population in the world. Cows and buffaloes are the main milch animals, contributing 96% of the total milk production of the country. The willful efforts of people and govern-

*Corresponding author.
E-mail address: vinaymeel123@gmail.com (Vinay Kumar)
Received 04-03-2022; Accepted 08-04-2022

ment, reflected through successful implementation of programmes like "Operation Flood", transformed India from its deficit state in milk production to the world's largest milk producing country (Kunte & Patankar., 2015). Dairy farming is the most suitable production system that has enormous potential to improve the socio-economic status of the large percentage of the rural population in the country. The livestock farming provides self-employment, beneficiary income and a nutritious health to the society in rural as well as urban areas. Livestock sector forms an important livelihood activity for most of the farmers, supporting agriculture in the form of critical inputs, contributing to the health and nutrition of the household, supplementing incomes, offering employment opportunities and finally being a dependable "bank on hooves" in times of need (Annual Report). India is endowed with largest livestock population in the world. dairy farming is still the second best alternative of the farmers and has a lot of potential for boosting the agricultural income in the state but to make this as an absolute alternative to present practice of cereal crop production, the vast untapped potential of this sector needs to be exploited for ensuring reasonable returns Dairy farming is a crucial component of rural economy that has the highest potential of generating income and employment through augmenting productivity of milch animals. It is an effective instrument of social and economic change especially for weaker sections of the society. Still this sector is facing various hurdles like prevalence of many diseases of economic importance (Dhindsa et al., 2014), Constraints are the problems that hurdle the adoption of technology, but once these constraints are identified, helps to bridge the gap between dairy technology and its adoption by livestock farmers (Rathod et al., 2014). The ability of the dairy farmers to generate more income from dairying largely depends on the effective adoption of improved dairy husbandry practices that lead to increase in productivity but the farmers face various constraints in adoption of these practices. Constraints imply the problems or difficulties faced by dairy farmers while adopting day-to-day animal husbandry practices in their dairy enterprise. Constraints identification will help the planners and administrators in identifying the problems so that the loopholes, if any can be plugged. Thus, alleviating the constraints in scientific dairy management can definitely augment the profits. Keeping in view the above facts, the present study was conducted in southern Rajasthan, with the specific objective of identifying the constraints perceived by the dairy farmers and to formulate the specific strategies against them to improve their productions.

Methodology

The study was conducted in Udaipur district of Rajasthan state selected purposely keeping in view the fact that the district has highest population of livestock in southern Rajasthan. Udaipur district has about 15.25 lacs livestock population (19th livestock census Rajasthan-2012). Udaipur district comprises of 11 tehsils namely Girwa, Vallabhnagar, Mavli, Jhadol, Kherwara, Salumbar, Rishabhdeo, Lasadiya, Gogunda, Sarada and Kotra. Out of 11 tehsils four tehsils namely Girwa, Salumbar, Kotra and Vallabhnagar were selected purposely for the present study on the basis of highest dairy animals' population in these four tehsils of the Udaipur district. Six villages were selected purposely from the each selected tehsil. Thus, a total of twenty four villages were selected in all. Twelve farmers who possess at least 5 milch (dairy) animals either cattle or buffalo and both practicing dairy farming were selected randomly from each village as respondents for the study. Therefore, the total sample size for this study was 120 dairy farmers. The data were collected with the help of pre- tested structured interview schedule by holding personal interview with dairy farmers by the researcher.

Results and Discussion

The word constraint is most commonly used in social sciences as synonymous to problems or barriers. In the present study, this is operationalized as the difficulties that were faced by dairy farmers as dairy entrepreneurs in practicing dairy farming. Here, constraints were studied under six categories i.e. infrastructural, technical, economic, marketing, socio-psychological and communicational constraints so prepared from the various sources such as literature, discussion with scientists and in consultation with progressive dairy entrepreneurs. The magnitude of the constraints was measured on three points continuum i.e. most severe, severe and least severe with a weightage of 3, 2 and 1, respectively.

Infrastructural constraints

The data depicted in Table 1 indicate that on overall basis, more than two-third (68.33%) of the respondents perceived the infrastructural constraints as severe further, there is small number of respondents (15%) who perceived the constraints as most severe and remaining (16.67%) of the respondents accepted the infrastructural constraints as least severe. The findings are in line with the findings of Godara (2017), Shaikh *et al.* (2013), Sarker and Ghosh (2010) who found that majority of the dairy farmers belongs to severe category of infrastructural constraints.

Table 1. Distribution of respondents on the basis of constraints perceived by the farmers in dairy farmers (n=120)

S. No.	Category of constraints	Mean & SD	Category	SDF (14)		MDF (89)		LDF (17)		Overall (120)	
				F	P	F	P	F	P	F	P
1	Infrastructure constraints	Mean=23.45 SD=1.22	Least Severe (up to 22)	5	35.71	13	14.61	2	11.76	20	16.67
			Severe (23-24)	6	42.86	64	71.91	12	70.59	82	68.33
			Most severe (Above 24)	3	21.43	12	13.48	3	17.65	18	15
2	Technical constraints	Mean=22.83 SD=1.61	Least Severe (more than 21)	2	14.29	16	17.98	7	41.18	25	20.83
			Severe (22-24)	12	85.71	58	65.17	9	52.94	79	65.84
			Most severe (Above 24)	0	0	15	16.85	1	5.88	16	13.33
3	Economic constraints	Mean=25.38 SD=1.34	Least Severe (up to 24)	5	35.71	20	22.47	5	29.41	30	25
			Severe (24-27)	8	57.14	68	76.40	11	64.71	87	72.5
			Most severe (Above 27)	1	7.14	1	1.12	1	5.88	3	2.5
4	Marketing constraints	Mean=11.1 SD=1.39	Least Severe (up to 10)	6	42.86	24	26.97	5	29.41	35	29.17
			Severe (11-12)	7	50.00	45	50.56	11	64.71	63	52.5
			Most severe (Above 12)	1	7.14	20	22.47	1	5.88	22	18.33
5	Socio- psychological constraints	Mean=17.65 SD=1.52	Least Severe (up to 16)	3	21.43	13	14.61	3	17.65	19	15.83
			Severe (17-18)	7	50.00	50	56.18	12	70.59	69	57.5
			Most severe (Above 18)	4	28.57	26	29.21	2	11.76	32	26.67
6	Communication constraints	Mean=13.14 SD=1.45	Least Severe (up to 11)	0	0	12	13.48	3	17.65	15	12.5
			Severe (12-14)	11	78.57	62	69.66	11	64.71	84	70
			Most severe (Above14)	3	21.43	15	16.85	3	11.76	21	17.5
7	Overall Constraints	Mean=113.6 SD=4.67	Least Severe (up to 109)	3	21.43	10	11.24	4	23.53	17	14.17
			Severe (110-118)	9	64.29	63	70.79	12	70.59	84	70
			Most severe (Above 118)	2	14.29	16	17.98	1	5.88	19	15.83

*SDF – Small dairy farmer who possessed dairy animals in between 5 to 6 in the present study, *MDF – Medium dairy farmer who possessed dairy animals in between 7 to 18 in the present study, *LDF – Large dairy farmer who possessed more than 18 dairy animals in the present study.

It is observed from the data in Table 1 that on overall basis, nearly two-third (65.84%) of the respondents perceived the technical constraints as 'severe' followed by 20.83 per cent as 'least severe' and merely 13.33 per cent of them faced the constraints as 'most severe'. However, it was noted that severity of the technical constraints among all the three category of the dairy farmers was quite variable. The similar findings were also reported by Godara (2017), Shaikh *et al.* (2013) and Sarker and Ghosh (2010) who observed that majority of the dairy farmers belonged to 'severe' category of technical constraints.

The data depicted in Table 1 indicate that on overall basis, nearly three-forth (72.5%) of the dairy farmers perceived the economic constraints as 'severe' while, one-fourth (25%) of the total respondents faced as 'least serious' and hardly 2.5 per cent of them reported the economic constraints as 'most severe'. The analogues findings were also seen in the study of Godara (2017), Shaikh *et al.* (2013) and Sarker and Ghosh (2010) who found that majority of the dairy farmers belonged to 'severe' category of economic constraints.

On overall basis, more than half (52.5%) of the respondents perceived the marketing constraints as 'severe' while 29.17 and 18.33 per cent of them faced the marketing constraints as 'least severe' and 'most severe', respectively. The findings are in line with the findings of Shaikh *et al.* (2013) and Sarker and Ghosh (2010) who found that majority of the respondents belongs to severe category of marketing constraints.

Further, majority (57.5%) of the dairy farmers were facing socio-psychological constraints as 'severe'. Further, it was noted that more than one-fourth (26.67%) of the respondents faced the socio-psychological constraints as 'most severe' and remaining of the respondents (15.83%) as 'least severe'**.** The findings are in conformity with the findings of Shaikh *et al.* (2013) and Sarker and Ghosh (2010) who reported that majority of the dairy farmers belonged to severe category of socio-psychological constraints.

The dairy farmers (70.00%) perceived the communication related constraints at 'severe' level while the remaining 17.5 per cent of the respondents as 'most severe' and 12.5 per cent of them at 'least severe' level. The findings

are in line with the findings of Shaikh *et al.* (2013) and Sarker and Ghosh (2010) who found that majority of the respondents belongs to severe category of communication constraints.

The data indicate that on overall basis, 70.00 per cent of the respondents perceived overall constraints pertaining to dairy farm practices at their farms as 'severe' while 15.83 and 14.17 per cent of them reported the constraints as 'most severe' and 'least severe', respectively. The analogues findings were also seen in the study of Sarker and Ghosh (2010) who reported that majority of the dairy farmers were fell in 'severe' category of overall constraints.

Conclusion

It was found that majority of the respondents perceived the economic constraints (72.5%), communication constraints (70.00%), infrastructural constraints (68.33%), technical constraints (65.83%), socio-psychological constraints (57.5%) and marketing constrains (52.5%) as severe further, there is small number of respondents who perceived the constraints as most severe and remaining of the respondents accepted the infrastructural constraints as least severe.

References

Anonymous. 19th Livestock Census 2012. Department of Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture, Government of India, New Delhi (20140.

Chenyambuga, S. W., Waiswa, C., Saimo, M., Ngumi and Gwakisa, P. S. (2010). Knowledge and perceptions of traditional livestock keepers on tick-borne diseases and sero-prevalence of Theileria parva around Lake Victoria Basin. Livestock Research for Rural Development,22, 7.

Dhindsa, S. S., Nanda, R. and Kumar, B. (2014). Problems and constraints of dairy farming in Fatehgarh Sahib District of Punjab, Progressive Research, 9(1),250-252.

Godara, P.K.(2017). *A study on entrepreneurial behaviour of dairy livestock owners in Bikaner District of Rajasthan. M.V.Sc. Thesis submitted to RAJUVAS Bikaner.*

Kunte, B. S., & Patankar, S. (2015). A literature review of Indian Dairy Industry. International Journal of Management Research and Reviews, 5(6), 341.

Rathod, P., Balraj, S., Dhanraj, G., Madhu, R., Chennaveerappa and Ajith, M. C. (2014). Knowledge level of dairy farmers about artificial insemination in Bidar district of Karnataka, India. Veterinary Research International, 2(2), 46-50.

Sarker, D. and Ghosh, B.K. (2010). Constraints of milk production: A study on cooperative and non-cooperative dairy farms in West Bengal. *Agric. Economics Res. Review,* 23 (2),303-314.

Shaikh, J.I., Tekale, V.S. and Kale, R.A. (2013). Constraints experienced by dairy farmers in management of dairy enterprise. *Agric. Update*, 8(4), 623-625.

Vijay.(2011) "Indian Dairy: Largest contributor to agriculture GDP and milk is single largest agri. Commodity". Internet: www.fnbnews.com/FB-Specials/Indian- Dairy- Largest -contributor-to-agriculture-GDP-and-milk-is-single-largest-agri-Commodity.Aug.01,2011 (July. 1, 2019).