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## ROLE OF WOMEN IN DAIRY ENTREPRENEURSHIP OF ANDHRA PRADESH

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**Abstract:** -India is one such Third World country, which is characterized by poverty and unemployment. According to 2011 census 32.7 per cent of the population is living below poverty line. Further, a huge share of developmental benefits is going in favour of a small section of the society, who has high socio-economic status. This has been resulting in the widening of income and wealth disparities. Consequently, the intensity of poverty has been rising and as a result, high incidence of poverty has been falling on women. Rural women are mostly engaged in the farms as agricultural labourers. They face the problems of job insecurity and exploitation on par with the male workers. In addition, they are subjected to wage discrimination and the nature of work assigned to them is usually drudgery in nature. They are also subjected to sexual exploitation at the work place. In the homes they are expected to do all the domestic chores. Therefore, the rural women in lower strata of society need urgent and special attention.

**Keywords:** Women Entrepreneurship, agricultural labourers, socio-economic, special attention.

### INTRODUCTION

Generally, it can be stated that the status of any section of population in a society is closely connected with its economic position. Therefore, many people are of the opinion that the economic dependence is the main cause for the inferior place of women in the society. Jawaharlal Nehru once observed that the freedom depends on economic conditions even more than political. If a woman is not economically free and self-earning, she will have to depend on her husband or someone else and dependents are never free. Therefore, any measure to provide them an opportunity to earn independent income assumes significance in liberating women. Further, the poor people in rural areas either have no assets or have low productivity assets, which would not allow them to get more income. They are mostly unskilled labourers and do not have regular full time jobs. Even those who get some work are paid very low wages. In these conditions most of the women in rural areas, where 77 per cent of the female population lives, were forced to participate in economic activity to meet necessities of their family. This has further weakened the bargaining power of rural work force in general and women workers in particular. In these conditions, the creation of productive employment opportunities in the rural areas is required to provide necessary economic base and to improve living conditions of the rural people, in general and rural women in particular. In India as elsewhere in the third world, women are dairy farmers. The research studies revealed that women are major contributory to milk production and Animal Husbandry.

Dubey says that women have been playing a vital role in the households since ages. In rural areas where agriculture is the prominent activity, agro-based industries like food preservation, bakery, dairy, poultry are taken up by women.<sup>1</sup> Dairying as an Agro Based industry is playing a significant role in the rural economy of Andhra Pradesh. The industry being highly rural oriented is a vital source for additional income and employment to small farmers and landless labourers. Andhra Pradesh has made noteworthy strides in organizing milk production and in diversification of their products manufactured for local as well as national markets. Women in rural areas are primarily engaged in various chores connected with the dairy industry. To ensure clean and quality milk production, participation of women in dairy activities is necessary. Women, who occupy half of the world population status, perform two- thirds of world work. Dairy development has been planned to change the rural structure in favour of

the weaker sections of the society and especially rural women.<sup>2</sup> A major share of important roles performed in day-to-day activities of dairying has unanimously been accepted by or assigned to the female of the family. Agricultural labourers and marginal and small farmers who practice what can be termed as subsistence production consists of women maintaining small number of milk animals on a precarious feed base of gathered green fodder, grazing and dry fodder obtained as by-products from either a small land-base or as partial payments for wage labour. In terms of labour input, it generally depends more on the status of the women within the family, whether mother, mother-in-law, widow or divorcee or on the caste of the family than on the asset holding of the households.

Adman made an analysis of the value of women economic role. The work on an average ten to fourteen hours a day on seed and grain storage and preservation, post-harvest rice processing, vegetable and fruit-growing, poultry-raising, live-stock care, food processing, household manufacture, building maintenance and repair and fuel and water gathering. Attention is drawn to the lack of appreciation generally given to women contribution, leading to their neglect in policy formulation. Modernisation efforts involving traditional female activities are aimed at men so that women do not have the opportunity to acquire new skills that could raise their productivity.<sup>3</sup>

Athreya dairy fanning can help rural women gain an economic asset, secure an equitable income and raise their productivity levels. Although women labour inputs into live-stock maintenance and dairy production vary to some degree by region, age or caste, generally speaking all cleaning, washing, feeding, watering and milking of animals is performed by women and female children of the family.<sup>4</sup> National Commission of Agriculture reported that Dairy Enterprise is a suitable means for increasing the incomes of rural masses, special small and landless labourer and marginal farmer households. Operation Flood is the major dairy programme in India today, aimed at extending the benefits of marketing and modern processing to the small producers who are scattered and disorganized.<sup>5</sup>

Dairying is regarded as one of the important activities that could supplement the income of small rural families. Hence promotion of dairying has been recognized as an enterprise which is suitable to be run by women. One of the important factors responsible for placing so much emphasis on dairying as a measure to improve the condition of rural women is the impression that dairying fits well with the farm level infrastructure. Keeping milk animals has never been considered as a separate occupation from Agriculture in our country. A dairy holding can be compared with a production enterprise where the milk animal is a machine; the raw material is the feed, fodder and the final consumer product is milk. It depends on the proper care and efficient management of the milk animals. The feeds and other resources determine how efficient the produce will be. The management depends upon the intimate knowledge and understanding of the system. Even under unorganized rural situation, improved cattle can produce higher milk. A major share of important roles performed in day-to-day activities of dairying has unanimously been accepted or assigned to the female of the family. Women are also the major contributors to milk production and animal husbandry. Such female members have less knowledge about scientific know-how and are handicapped in securing such information from various available sources due to many reasons. Unfortunately, the existing training in different aspects of agriculture and particularly in dairying is male biased. They are supposed to communicate with their wives. However, this assumption has been found untrue.

Andhra Pradesh is the second largest milk producing State in the country, Uttar Pradesh being the first. Andhra Pradesh is predominantly an agricultural state with a good potential for milk production. Andhra Pradesh milk production during 2008-2011 recorded average annual growth rate of 8.2 per cent. While the Milk production in 2010-11 was 298.01 LLPD, average milk yield per day was 3.8 litres per day and the per capita milk production was only 269.25 grams. Kurnool is the Rayalaseema region, which is dry and arid. A very high percentage, approximately 65 per cent of rural population engaged in milk production. The average monthly milk production in Kurnool district procurement of milk to about 20.1 Lakhs liters and hardly 20.16 Lakh liters are sold in the district. Women attend to the agriculture in most parts of Kurnool district mostly. Quite a good number of jobs like management of live-stock, feeding and milking of the animals, cleaning of cattle sheds, scratching grass from the fields, chaffing of fodder, filling of manure pits, preparation of milk products are carried out by women.

In cognizance of the above facts, it is felt essential to develop a specific knowledge-base about the role of women in Dairy Entrepreneurship (DES), particularly in Kurnool District, in which most of the women are engaged in dairy business and dairy enterprise provides supplementary income to their families. For some families income from the dairy is the main source, to meet the family expenditure. This might lead to the improvement of the economic and social position of rural women in the family and in the community at large. The present investigation, the main objective is to study the role of women in dairy entrepreneurship and its impact on the family. And to compare the roles of at *home* and *mobile* women entrepreneurs in dairy entrepreneurship.

The district is administratively divided three divisions and from each division one mandal is selected namely Kosigi, Mahanandi and Midthur. From each mandal a sample 100 women are selected. The total sample there is 300. The present study is by an exclusive interview. Schedule has been preferred and canvassed for the collection of data. The results are discussed in the concepts like profile of women dairy entrepreneurs, the role of women in dairy entrepreneurship development and the role of women in the utilization of earnings from dairy are discussed keeping in view the objectives of the study. Profile of the daily women entrepreneurs was studied along the lines of educational status, type family, occupational status, economic status, land holdings and status of dairy

entrepreneurship in DES.

EDUCATIONAL STATUS

Based on the existing educational status of the women, they were divided in three groups.viz. Illiterates, primary and secondary. The following Table- I is explained in this case.

Table-I  
Educational Status of the Respondents in Kurnool District of Andhra Pradesh

<b>Educational level</b>	<b>Home</b>	<b>Mobile</b>	<b>Total</b>
Illiterates	74(47.43)	62(43.05)	136(45.33)
Primary	53(33.97)	56(38.88)	109(36.33)
Secondary	29(18.58)	26(18.05)	55(18.33)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

Source:- Field Data

The data in Table-I, denote that majority (45.33 per cent) of the women dairy entrepreneurs were illiterates as against 36.33 per cent of them who had primary education. A low 18.33 per cent of women respondents had secondary education. Similar trend was absorbed both among at home and mobile women DES. Nearly 45.33 per cent of women DES in both groups were illiterates. It was absorbed that illiterate group of women are experiencing illiteracy as a problem in maintaining accounts related to dairy business. Hence literacy is a handicap for the promotion of women dairy entrepreneurship.

Table-II  
Types of the Family of the Respondents in Kurnool District of Andhra Pradesh

<b>Type of family</b>	<b>Home</b>	<b>Mobile</b>	<b>Total</b>
Joint	45(28.84)	38(26.38)	83(27.66)
Nuclear	111(71.15)	106(73.61)	217(72.33)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

Source:- Field Data

Table -II shows that 72.33 per cent of women surveyed belonged to nuclear families. Similarly high per cent of women were living in nuclear families among both at home (71.15per cent) and mobile (73.61per cent) women DES. A very few 28.84 per cent women belonged to joint families among at home women DES. Now-a-days nuclear families are preferred in place of joint families and also the conditions are forcing them to do so. This situation is a serious handicap to the management of DES by women who need assistance from others in the family.

OCCUPATIONAL LEVEL

The occupational level of the women DES is categorized in to three groups VIZ, Dairy in combination with agriculture labour, farmers and business. All the women DES are engaged in dairy in combination with other work. The data in the following Table-III are explained.

Table-III  
Occupational Status of the Respondents in Kurnool District of Andhra Pradesh

<b>Occupational Level</b>	<b>Home</b>	<b>Mobile</b>	<b>Total</b>
Agriculture labour and dairy	64(41.02)	51(35.41)	115(38.33)
Farmer and dairy	58(37.18)	45(31.25)	103(34.33)
Business and dairy	34(21.79)	48(33.33)	82(27.33)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

Source:- Field Data

Table-III indicate that a high (38.33) per cent of them were engaged in a combination of occupations VIZ, agriculture labour and dairy. The 34.33 per cent of the women were engaged, and 27.33 per cent of women are business and dairy. This 21.79 per cent and 33.33 per cent women DES who belong to at home and mobile the occupation 41.02 per cent and 35.31 per cent of women DES who belong to at home and mobile group were engaged in agriculture labour and dairy. The remaining occupation is farmers and dairy is 37.18 per cent, 31.25 per cent women DES belongs at home and mobile. The finding it is clear that 41.02 per cent at home group were engaged in traditional occupations of agriculture labour and dairy.

#### LANDHOLDING

Land possession of women DES is presented in table-4. Based on the possession of land holding, the women DES were categorized in to three groups VIZ. small farmers (0-2.5 acres), medium farmers (2.5-7.5 acres) and large farmers (more than 7.5 acres) are presented in Table-IV.

**Table-IV**  
**Land Holding of the Respondents in Kurnool District of Andhra Pradesh**

Size of the farmers	Home	Mobile	Total
Small Farmer	58(137.18)	65(45.13)	123(41.00)
Medium Farmer	66(42.30)	53(36.80)	119(39.66)
Large Farmers	32(20.51)	26(18.05)	58(19.33)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

Source:- Field Data

Table- 4 reveal that majority of at home (42.3 per cent) and mobile (45.13 per cent) groups belonged to small formers and medium farmers in small farmer categories of at home 37.18 per cent women DES belonged to the small farmers and 20.51 per cent large farmers group. In mobile group 36.8 per cent medium farmer 18.05 per cent large farmer group. Totally 41 per cent is medium farmer 18.05 per cent large farmer group. Totally 41 per cent is small farmers, 39.66 per cent and 19.33 per cent medium and large farmers group.

#### ECONOMIC STATUS

Based on the income level of the family, the respondents were divided in to three group, VIZ, low (below Rs. 10,000/-), middle (Rs.10, 00/- to 20,000/-) and high (Rs. 20,000/- and above) are presented in Table-V.

**Table-V**  
**Economic Status of the Respondents in Kurnool District of Andhra Pradesh**

Economic Level	Home	Mobile	Total
Low	64(41.02)	71(49.3)	135(45)
Middle	58(37.17)	45(31.25)	103(34.33)
High	34(21.79)	28(19.44)	62(20.66)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

Source:- Field Data

From the Table- V shows that 45 per cent respondents belonged to low income level. The remaining was distributed over low (34.33 per cent) and high (20.66 per cent) income groups. At home group of women DES distributed over different economic group indicate that quite a number of them belonged to low (41.02 per cent) and middle (37.17 per cent) and high (11.79 per cent) income groups. Among the mobile group women DES, majority of them belonged to low 49.3 per cent, middle 31.25 per cent and high 19.44 per cent income groups.

#### STATUS OF DAIRY ENTREPRENEURSHIP

Status of DES of the women was studied in the light of their income from dairy, year of experience are discussed in table -6 based on the years of experience in DES, the respondents were grouped in to three categories i.e., 1-5, 5-10 and above years of experience are presented in Table-VI.

**Table -VI**  
**Income and Experience status of Dairy**  
**Entrepreneurship in Kurnool District of Andhra Pradesh**

Item	Home	Mobile	Total
<b>Year of Experience</b>			
1-5 Year	55 (35.89)	78(54.16)	134(44.66)
5-10 Years	74(47.44)	52(36.11)	126(42)
10 & Above	26(16.66)	14(9.72)	40(13.33)
<b>Income Through Dairy</b>			
Low	61(39.1)	64(44.44)	125(41.66)
Middle	56(35.89)	48(33.33)	104(34.66)
High	39(25)	32(22.22)	71(23.66)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

*Source:- Field Data*

The data in Table-VI reveal that most (35.89 per cent) at home and mobile 54.16 per cent women fell in to the first category VIZ., 1-5 years of experience and there followed by at home 47.44 and 36.11 per cent and mobile women who had 5-10 years of experience and 16.66 per cent and 9.72 per cent women DES 10 and above years exercise in home and mobile category. Based on the income from dairy, women DES were grouped in to three groups VIZ., low (below Rs. 2500), middle (Rs. 2500-5000) and high (Rs. 5000 and above). From the data it is clear that majority (39.1 per cent) at home women DES belonged to low income group 35.89 per cent of middle income group and 25 per cent in high income group 35.89 per cent of middle income group and 25 per cent in high income group. In contrast to this 44.44 per cent of mobile women DES belonged to low income group 33.33 per cent of them to middle income group and 22.22 per cent in high income group. From the overall picture it is clear that 41.66 per cent of women DES belonged to low income group, 34.66 per cent middle income group and 23.66 per cent high income group. From the results it is clear that more mobile DES were receiving more money as compared to at home women DES.

**Table-VII**  
**Impact of Dairy Entrepreneurship on Family Status**  
**of the Respondents in Kurnool District of Andhra Pradesh**

Item	Home	Mobile	Total
Purchased T.V and CD player	26(16.66)	21(14.58)	47(15.66)
Purchased Clothes	45(28.84)	38(26.38)	83(27.66)
Payment of Loans	37(23.71)	33(22.91)	70(23.33)
Taken Good Food	48(30.76)	52(36.11)	100(33.33)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

*Source:- Field Data*

Table-VII represents the details about the change in the status of family of women DES. All the DES in both at home and mobile groups agreed that there is a change in their family status after starting DES. The reason for this appears to be as the income of the family increases it is certain that there will be change in certain aspects of the status of the family.

All DES of both at home and mobile used the income from dairies that is a continuous source of income, to buy clothes for and take good food on special occasions. DES gives regular- income monthly or weekly, thus it helps to meet the daily demands of the family easily. Take good food was also made from the dairy income by majority of women DES 33.33 per cent and at home 30.76 per cent and 36.11 per cent at home and mobile DES. Among the two types of DES, considerable number of women DES both in at home 16.66 per cent and mobile 14.58 per cent groups bought equipment like T.V, and CD players, etc., from the dairy income. Most of at home 28.845 per cent and mobile 26.38 per cent women DES were purchasing clothes through dairy income. The payment of loans 23.71 per cent and 22.91 per cent women DES at home and mobile. The most of DES were utilizing the income from DES for both

permanent assets as well as daily expenditure.

**Table-VIII**  
**Impact of Dairy Entrepreneurship on Family Expenditure of the Respondents in Kurnool District of Andhra Pradesh**

Items	Home	Mobile	Total
Education for Children	26(16.66)	21(14.58)	47(15.66)
Purchasing of Gold and Others	31(19.87)	28(19.44)	59(19.66)
Purchasing House	12(7.69)	8(5.56)	20(6.66)
Purchased Clothes	51(32.69)	39(27.08)	90(30)
Daily family Budget	36(23.07)	48(33.33)	84(28)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

*Source:- Field Data*

Table-VIII shows the impact of des on the family expenditure. All the women DES both in at home and mobile groups agreed that DES is helped to their families in one way or the other. The reason is very simple. DES, being their main or additional source of income that is continues source of income during off seasons in particular, it definitely helps their families. All the women DES in both at home and mobile groups reported that they were using the income obtained from DES for buying clothes, 30 per cent and for daily expenditure 28 per cent DES for buying clothes, 30 per cent and from dairy as reported by DES was for purchasing of gold (19.66 per cent). From the finding it appears that women DES realized the need for educating the children and as such they are showing interest in educating their children.

15.66 per cent of the DES was also utilizing the dairy income for education for children and 6.66 per cent purchase the houses from daily income. Among the two categories, some 16.66 per cent of the DES from at home group and 14.58 per cent from mobile group were found to be education for children from dairy income. And some families 19.87 per cent of at home group and 19.44 per cent of mobile group women DES were for purchasing gold and others. Some purchase of house 7.69 and 5.56 of the DES from at home and at mobile group. The DES impacts the purchasing cloths and daily family budget 32.69 per cent, 27.08 per cent, 23.07 per cent and 33.33 per cent at house and mobile groups.

**Table-IX**  
**Future Plans of Dairy Entrepreneurship of the Respondents in Kurnool District of Andhra Pradesh**

Items	Home	Mobile	Total
Taking loans Purchasing more Milk Animals	63(40.38)	42(29.16)	105(35)
Collection of more Milk	42(26.92)	57(39.58)	99(33)
Improving Feeding Practices	51(32.69)	45(31.25)	96(32)
<b>Total</b>	<b>156</b>	<b>144</b>	<b>300</b>

*Source: - Field Data*

Table-IX gives the details about future plans and for improving DES and also the person who suggested these future plans. From the data majority 35 per cent of women DES had the idea of buying animals by taking loans to improve DES. Only 32 per cent of them were having the idea of using improved feeding practices and 33 per cent of them were interested in collecting more milk.

Among the two groups, most (40.38 per cent) of the women DES in at home group were having the idea of taking loans for purchasing the milk cattle collection of more milk and improving feed practices (26.92 per cent and 32.69 per cent). But in mobile group 29.16 per cent of the women were interested in taking loans and purchasing more milch animals and the 39.58 per cent were interested in collecting more milk and 31.25 per cent improving feed practices, which is a risk-less job. The loan facility to all and improving the DES. Majority of the respondents felt that buying more milch animals by taking loans will help them in improving the DES. Majority of these respondents felt that buying more milch animals by taking loans help them in improving the DES. Dairy entrepreneurship seems to be a major enterprise in the rural areas. Impact of DES on their families is definite end positive in the aspects of



food, health, clothing and children's education. Some of the rural women DES expressed that they are literally living on dairies; otherwise it is very difficult to survive during off seasons, with uncertain rainfall, in particular. Even though women DES are managing DES, they are facing many constraints that can be avoided through education and training. Because, most of the women DES were facing illiteracy as a serious handicap in managing money matters in DES. Though the status of women has increased to a certain extent, due to DES, it is not up to the level of their satisfaction. Economic independence in family budgeting are denied to majority of women, though their involvement in DES is high. In order to improve the condition of DES in their families, there is an urgent need to bring about changes in their role regarding certain aspects of DES. The co-operative venture it needs sensitive approaches to deal with them for achieving appreciable returns.

### SUGGESTIONS

- ❖ An expletory study can be planned to assess and manage the problems of dairy entrepreneurship with special reference to women.
- ❖ Identity the factors responsible for successful and unsuccessful dairy entrepreneurship.
- ❖ Development of a tool to identify the characteristics of successful dairy entrepreneurs.
- ❖ The research can be planned in consultation with a government agency to improve the dairy entrepreneurship in certain selected rural areas.

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