

## Management efficiency of dairy farm women

Dairy farming in India plays a crucial role in the rural economy that has the highest potential of generating income and employment through augmenting productivity of milch animals. Rural women, who constitute about 50 per cent of total rural population, play an active role in all spheres of economic life and contribute richly towards national income. Of the major rural enterprises, dairy enterprise has been regarded as an important instrument of economic and social change to supplement the income and employment to the rural sector in general and rural women in particular. Women are the prime decision makers in dairy production activities such as utilization of milk, care of pregnant animals and calves, bringing of fodder and feeding of concentrates. Planners and policy makers view it as an effective instrument of social and economic change.

The implementation of various dairy development programmes/schemes by Government of India has changed dairy farming scenario tremendously and helped the dairy farm women to obtain higher profits. Sustainability of dairy enterprise however largely depends on the efficient management of the resources by the dairy farm women running the dairy units. Raising the quality of human factor is the fundamental problem which needs to be carefully tackled, if permanent solution to the problem of underdeveloped farming has to be worked out. The study based on these perspectives is framed with the specific objective to assess the management efficiency of dairy farm women.

The present study was conducted in Belagavi district of Karnataka. Further, Bailhongal, Gokak and Ramdurg taluks, which have maximum dairy women societies, have been selected purposively as locale of the study. Top twelve villages with maximum dairy farm women were selected from these three talukas (four villages from each taluk) of the district. From each selected village, a list of dairy farm women was prepared. The women farmers with more than three milch animals were considered as dairy farm women. From each village, ten dairy farm women were selected randomly. Thus, 120 dairy farm women spread over 12 villages constituted the sample for the study. The data was collected through personal interview method. To measure the management efficiency of dairy farm women a scale developed by Birajdar (2012) was used with slight modifications consisting of six components *viz.*, knowledge about improved dairy management practices, adoption of improved dairy management practices, ability in planning, rationality in decision making, ability in seeking information and competence in evaluation.

The study revealed that more than half (51.66%) of the overall dairy farm women belonged to medium knowledge level category, this is due to the fact that, majority of dairy farm women had less experience in dairy farming, belonged to medium family size, medium annual income and medium herd size. As most of the dairy farm women have attended the training

programmes, training created some positive impact on the knowledge of dairy farm women to update the recent improvements in dairy enterprise to some extent. The above results are in conformity with the findings of Khin Mar Oo (2005) and Satyavir Singh *et al.* (2010). With regard to adoption of improved dairy management practices, 38.33 and 28.33 per cent of the respondents belonged to high and medium adoption categories, respectively. The probable reason behind this result might be due to the fact that dairy farm women got good practical exposure in updating their knowledge and putting the same in actual use. The above findings are in conformity with the findings of Krishna *et al.* (2008) and Lemma Fita *et al.* (2012). The data highlighted that 51.66 per cent of the dairy farm women belonged to medium planning category. This finding might be due to the fact that dairy farm women gave importance to the activities, which would help them in future. Planning necessarily is a decision making process. The difference in planning ability among the dairy farm women could be attributed to the nature of risk involved in maintaining the dairy enterprise. The results are in line with the findings of Chaudhari (2006). And the results also indicated that 46.66 per cent belonged to medium rational decision making categories. Decision making is an integral part of planning. The explanation given in case of planning ability holds good for the present findings too. The results are in line with the findings of Chaudhari (2006). The study indicated that

Table 1. Distribution of the respondents according to the components and level of management efficiency (n=120)

Components of management efficiency	Range	Frequency	Percentage
1. Knowledge level of improved dairy management practices			
Low	<15.75	29	24.17
Medium	15.76-17.02	62	51.66
High	>17.02	29	24.17
Mean=16.39		S.D.=1.49	
2. Adoption level of improved dairy management practices			
Low	<21.16	40	33.33
Medium	21.17-25.68	34	28.33
High	>25.68	46	38.33
Mean=23.43		S.D.=5.32	
3. Ability in planning			
Low	<4.14	23	19.16
Medium	4.15-6.84	62	51.66
High	>6.84	35	29.16
Mean= 5.49		S.D.=3.17	
4. Rationality in decision making			
Low	<9.99	28	23.33
Medium	10.00-11.93	56	46.66
High	>11.93	36	30.00
Mean=10.96		S.D.=2.28	
5. Competence in evaluation			
Low	<4.86	28	23.33
Medium	4.87-6.23	53	44.16
High	>6.23	39	32.50
Mean=5.55		S.D.=1.61	

Table 2. Information seeking behaviour of dairy farm women

(n=120)

Information sources	Type of information sought					
	Information on new breeds	Inputs/equipments	Animal protection	Finance/credit	Maintenance	Marketing
I. Informal sources						
Family members	120 (100%)	120 (100%)	120 (100%)	120 (100%)	120 (100%)	120 (100%)
Friends /relatives	20 (16.66%)	8 (6.66%)	6 (5.00%)	10 (8.33%)	8 (6.66%)	4 (3.33%)
Neighbours	14 (11.66%)	4 (3.33%)	18 (15.00%)	8 (6.66%)	6 (5.00%)	16 (13.33%)
Progressive dairy entrepreneur	68 (56.66%)	30 (25.00%)	10 (8.33%)	22 (18.33%)	14 (11.66%)	34 (28.33%)
II. Formal sources						
Veterinary doctor	4 (3.33%)	-	104 (86.66%)	-	10 (8.33%)	-
KMF	22 (18.33%)	14 (11.66%)	-	4 (3.33%)	14 (11.66%)	-
Extension personnel						
III. Mass media						
Television	30 (25.00%)	42 (35.00%)	18 (15.00%)	6 (5.00%)	10 (8.33%)	42 (35.00%)

\* - multiple responses obtained, Figures in the parentheses indicate percentages

44.16 per cent of dairy farm women belonged to medium competency group (Table1). The importance of evaluation is obvious for keeping in touch with the desired goals. Evaluation is necessary to know whether the enterprise is earning profits or incurring loss. It was observed that majority of the dairy farm women are maintaining records. Similar findings are reported by Rajashekar (2006) and Birajdar *et al.* (2014).

The study also indicates that regarding information on new breeds, all the respondents obtained information through their family members, more than half (53.33%) of the respondents obtained the information through progressive dairy farmers. In case of inputs/equipments, all of the respondents obtained information through family members. Regarding animal protection cent per cent of the respondents got the information by family members. It could be also seen from the table that 100.00 per cent of the respondents got the information about credit through family members. While in case of maintenance 100.00 per cent of the respondents got the information by family members. Finally, regarding marketing, 100.00 per cent of the respondents obtained the information by family members. The data indicates that regarding information on new breeds, 18.33 per cent of the respondents got the information through KMF extension personnel. In case of inputs/equipments, 35.00 per cent of the respondents got information through television. Regarding animal protection, 86.66 per cent of the respondents obtained information from veterinary doctor. It could be also seen from the table that 5.00 per cent of the respondents got information about credit or finance through television while in case of maintenance 11.66 per cent through KMF extension personnel. The reasons for seeking information from formal sources might be due to the fact that the dairy farm women might have felt that these sources as more credible and supposed

Table 3. Management efficiency of dairy farm women (n=120)

Categories	Range	Frequency	Percentage
Low management efficiency	<67.04	44	36.66
Moderate management efficiency	67.05-74.51	49	40.83
High management efficiency	>74.51	27	22.50
Mean=70.78			S.D.=8.78

to be reliable to manage the dairy enterprise. The result indicates that regarding marketing and input requirement 35.00 per cent of the respondents got information through television. Twenty five per cent of the respondents got the information about new breeds, 15.00 per cent of the respondents obtained information regarding animal protection, 5.00 per cent information about credit and only 8.33 per cent of respondents got information about maintenance through television (Table 2). The possible reason for the above findings could be that majority of the respondents possessed television; they use it for entertainment purpose. Some dairy farm women watch agriculture programmes; but in those dairy related programmes will be very rare, if they watch also they were not ready to accept it as they are not convinced. The results are in line with the findings of Chaudhari (2006).

A perusal of Table 3 reveals that 40.83 per cent of overall dairy farm women belonged to medium category followed by low (36.66%) and high (22.5%) categories, respectively, with a mean management efficiency index of 70.78 and standard deviation of 8.78. Collectively the percentage of respondents in low and medium management efficiency category was relatively higher, emphasizing that there is a lot of scope to enhance the managerial ability of the dairy farm women.

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