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## Deepanka

Department of Veterinary and Animal Husbandry Extension, College of Veterinary Science and Animal Husbandry, Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishwavidyalaya Evam Go Anusandhan Sansthan, Mathura, Uttar Pradesh, India

## R Shehar

College of Veterinary Science and Animal Husbandry, Nanaji Deshmukh Veterinary Science University, Jabalpur, Madhya Pradesh, India

## A Singh

Department of Veterinary and Animal Husbandry Extension, College of Veterinary Science and Animal Husbandry, Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishwavidyalaya Evam Go Anusandhan Sansthan, Mathura, Uttar Pradesh, India

## S Singh

Department of Veterinary and Animal Husbandry Extension, College of Veterinary Science and Animal Husbandry, Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishwavidyalaya Evam Go Anusandhan Sansthan, Mathura, Uttar Pradesh, India

## Corresponding Author:

### Deepanka

Department of Veterinary and Animal Husbandry Extension, College of Veterinary Science and Animal Husbandry, Pandit Deen Dayal Upadhyay Pashu Chikitsa Vigyan Vishwavidyalaya Evam Go Anusandhan Sansthan, Mathura, Uttar Pradesh, India

## Study of women entrepreneurs in dairying enterprise of Mathura district on the basis of social participation

Deepanka, R Shehar, A Singh and S Singh

### Abstract

Since the women entrepreneurs are creating new job opportunities for themselves and their dependents, nowadays women in leading roles are getting acceptance in our society. Entrepreneurship is an important source of economic growth since women entrepreneur creates new jobs for themselves and others. They are playing an important role in problems dealing with the issues of management, organizations and business. Their scence of perception towards the world, and doing things differently, plays an effective tool for sustainable livelihood, empowerment and employment generation. In modern India More and more women are actively involving in entrepreneurial activities especially in micro, small and medium scale enterprises. The present study was conducted on 120 dairy farmers selected from 8 villages of Mathura district to assess the level of entrepreneurial behavior and their social participation among different organizations in dairy farming. The data were collected through pre-tested structured interview schedule by holding personal interview with the dairy farmers during 2016-17. The result revealed that 62.50 percent respondents had no social participation, 25.83 percent had participation in one organization and 11.67 percent had participation in more than one organization. Similar results were found in Lawrence and Ganguli (2012) and Patel (2013).

**Keywords:** Entrepreneurial activity, dairy farmers, enterprise, empowerment, sustainable livelihood, management

### Introduction

India accounts 17.5% of the world population among that 586.47 million is the female population, as India is showing fast growth in economy and considered as one of the developing country of the world, but still gender inequality exists in our country. Women in our society are not getting those privileges as the men. In today's scenario women are breaking many social taboos and showing their presence in every sphere of dimension and field. Changing role of women in today's world as housewives and as an entrepreneur is shown as growth and development in society. Empowerment is need of the hour, if we dream India as a developed country then we had to consider women role as a very important measure in this changing era. Entrepreneurship is providing an ample of opportunities to the women in rural and suburban area. The Micro, Small and Medium Enterprises are considered as the backbone to the economic growth and development of Indian economy. Through entrepreneurship development programmes women are learning awareness and skill development and they are adopting new innovative techniques in entrepreneurship.

### Methodology

The study was conducted in Mathura district during 2016- 2017, to know the personal and socio-economic characteristics and extent of adoption of recommended improved dairy management by the practices by the famers. Eight villages were selected from the district randomly. From each village 15 respondents were selected on random sampling techniques, thus the total sample constituted for the study was 120. The information was gathered from the respondents personally using pre tested structured interview schedule. The gathered information was analyzed by using appropriate statistical tools like frequency, percentage, mean, standard deviation etc. Social participation referred to the degree of involvement of the respondents in any formal and or informal social organization as a member or office bearer. The respondents were assigned score two for participation in more than one organization, score one for participation in any one organization and zero for no participation. Based on the total score obtained by the respondents, the respondents were classified as follows -

Based on the total score obtained by the respondents, the respondents were classified as follows

SL. No.	Category	Score
1.	No participation	0
2.	Participation in one organization	1
3.	Participation in more than one organization	2

### Results and Discussion

The results in Table 1 Reveals that 62.50 percent respondent had no social participation, 25.83 percent had participation in one organization and 11.67 percent were having participation in more than one organization. Absence of self help group and

various economic and social organization leads to no social participation of respondents as their source of information is generally personal localite, family members, relatives, friends, and local leaders.

**Table 1:** Distribution of respondents according to their social participation

(n=120)				
SL. No.	Variable	Categories	Frequency	Percentage
1.	Social Participation	No participation	75	62.50
		Participation in one organization	31	25.83
		Participation in more than one organization	14	11.67

### Conclusion

Women in our country are always respected in our ancient literature but condition of women in today's world is very poor in every aspect of life weather it is social or economical or moral. Major steps to be taken for problem dealing with the issue of empowering women in rural and suburban areas, women in these areas needs to be economically independent by providing the great job opportunities. Women in rural areas are not getting justice the way they are playing their role in much efficient manner. The Indian women are still crying for simple justice. Ironically, women have not actively participated in their own emancipation mainly due to low economic independence. Absence of self help group and various economic and social organization leads to no social participation of respondents as their source of information is generally personal localite, family members, relatives, friends, and local leaders. Women were mainly confined to household activities as dairying is one of the activities which are adopted by the farmers and their source of information is family members, relatives and successful entrepreneurs of their village only. This could be a main reason for medium to low (37.48 percent) participation in any organization. Also due to the presence of less number of self help groups and economic organizations in the study are, 36.50 percent respondents had participation with one or more organization. Presence of more number of institutes will lead to more social participation.

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