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## Analysis of experience in dairying enterprise of women entrepreneurs in Mathura district

Deepanka, R Shehar, A Singh and S Singh

#### Abstract

The present study was conducted on 120 dairy farmers selected from 8 villages of Mathura district to assess the experience of women dairy farmers in dairy farming. The data were collected through pre-tested structured interview schedule by holding personal interview with the dairy farmers during 2016-17. It was revealed that majority (53%) of respondents had medium to high experience (>9 years) in dairy farming with an average experience of 11.41 years. The higher experience in dairy farming will help the respondent to adopt the scientific dairy farming practices and thus will help to enhance their production. Good experience in dairy farming held the respondents to adoption scientific practices which results in high innovativeness.

**Keywords:** Farmers, dairy farming, practice, experience, scientific practice

#### Introduction

India is the one of the most populated country in the world, which accounts for around 17.5% of the total world population. According to 2011 Census, India has a population of about 1210.19 million, comprising 586.47 million women which constitute about half of the total population. Empowering women is the most important need of the day, our Indian constitution provides equal and ample of opportunities to females in country but they are present on papers only, in reality they are still lagging behind. Their role in development of social and culture of the society is not hidden from anyone. Their double role work, as housewives and as a women entrepreneur is contributing a lot in economic development of society. Women of the present day has extended her foot in every sphere and excelled through the same. They have broken many taboos, restricted to the house-hold work and the prejudice that women are House makers and that they cannot compete with men. The net productivity of the women is definitely much more than the men, as they manage both the home and outside work in a well-balanced way (IJRTER November – 2016). Women have excelled in all fields be it Business, Education, Fashion, Entertainment, Finance, Information Technology and has flourished throughout the world with flying colours. In today's scenario of India has undergone a huge change and women are seen as the engines of the growing Indian economy. Women are playing an active part whether it is urban or rural area they are contributing to the socio-economic growth and development in every field of society. Women despite of facing many hurdles, inadequate education, and improper facilities and with other problems still engage themselves in various activities such as agriculture, livestock rearing, etc and gain additional income. The agriculture and livestock also contribute a lot to the national economy. Animal husbandry practices are an important means of fetching money in villages for all categories of farmers including small, marginal and even landless farmers in rural India. Dairy farming is an important means of livelihood to millions of rural poor farmers. Production and processing of milk for by product preparations play a vital role in India's agricultural economy. Dairy farming done by women entrepreneurs is considered as an important instrument of economic and social change, and source of income generation to rural women.

#### Methodology

The study was conducted in Mathura district during 2016- 2017, to know the personal and socio-economic characteristics and experience in dairy farming by the famers. Six villages were selected viz 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

### Experience in dairy Farming (No of years)

It refers to the actual number of years of experience of the respondent in dairy farming. It will be classified on the basis of mean and standard deviation.

Experience in dairy Farming

SL. No.	Category	Experience
1.	Low	< 9 years
2.	Medium	9-11 years
3.	High	> 11 years

### Results and Discussion

It was revealed in Table 1 That majority of 53 percent of respondents had medium to high experience in dairy farming that is more than 9 years, 51 percent respondents are high experience in dairy farming that is more than 13 years, 16

percent are having less than 9 years of experience of dairy farming Average experience 11.41 years, the respondents was Good experience in dairy farming. This shows that respondents adopt scientific practices which results in high entrepreneurial behavior.

**Table 1:** Distribution of respondents according to their experience in dairy farming

SL. No.	Variables	Category	Frequency	Percentage
1.	Experience Mean: 11.41 SD: 0.187	Low (< 9years)	16	13.33
		Medium ( 9-11 years)	53	44.17
		High (> 13 years)	51	42.50

(n= 120)

### Conclusion

In today's scenario women are showing tremendous achievements in every sphere of dimension and field but still they had a long distance to cover to meet the shoulders with the male dominated society, because of the social taboos. Due to growth of industrialization and globalization in India status of women is changing, but women entrepreneurs in India is not getting that much importance, culturally and socially. Entrepreneurships opens a new door and opportunity for them to show to the world their different roles and capabilities of holding responsibilities. In India microenterprise plays a very important role for employment generation and empowerment of women providing them sustainable livelihood. Since time immemorial they are playing a very important role in agricultural practices and had a good experience in dairying enterprise similar result is revealed in the study done, Majority of (53%) of respondents had medium to high experience in dairy farming that is more than 9 years with an average experience of 11.41 years. Good experience in dairy farming held the respondents to adoption scientific practices which results in high innovativeness, high achievement motivation and high entrepreneurial activity.

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