

Entrepreneurial Behavior of Men and Women Dairy Cooperative Members in Milkpur Block of Faizabad, District: A Gender Perspective

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Abstract

India is a developing country. Agriculture and livestock husbandry plays crucial role in Indian rural economy. Women play a significant role in Agriculture and allied sector like dairy development etc. and stable own entrepreneurs, dairy cooperative society also working to improve dairy enterprises and improve socio economic condition of the dairy farmers. Study entrepreneurial behavior of men and women dairy cooperative members in purposively selected Milkpur block of Faizabad District in Uttar Pradesh, India. For the purpose multistage sample and single random sampling designs were applied and 100 dairy cooperative members (50 men and 50 women) were interviewed with the help of structured and pre-tested interview schedule. Ten entrepreneurial attributes were studied and its relationship with income generated through dairy husbandry was also confuted. The study revealed that majority of the dairy cooperative members were found belong to medium category of their innovativeness, decision making, achievement motivation, knowledge level, information seeking, risk taking ability and leadership ability. Whereas, majority of them had high level of ability to coordinate dairy farm activity and Cosmopoliteness but low level of assistance for dairy management services. Also, innovativeness, information seeking, leadership ability and cosmopoliteness of dairy farms were found positively and scientifically ($p < 0.05$) related with income. Moreover, decision making ability and over all entrepreneurship behavior was found positively and highly correlated ($p < 0.01$) with income through dairy farming. It indicates that entrepreneurial characteristics play significant role in improving income and socio-economic status of dairy farmers.

1. Introduction

India is a vast country with diversified agro-climatic conditions. Agriculture is the main occupation in the country, majority of population still dependent on agriculture and allied sector. In present scenario small land holding is a major problem in agriculture sector so dairy husbandry may be an important substitutional occupation provides regular employment and income to the rural farmers. Involvement of Indian women in national progress at all levels is undisputable reality although the degree of involvement varies from time to time and region to region. The prosperity and growth of a nation depends on the status and development of its women as they not only constitute nearly half of the population, but also positively influence the growth of remaining half of the population. Women mostly involvement in agriculture and allied sector.

Cooperative society play significant role in dairy development in India. Amul is a first Indian dairy cooperative, established at Anand in the state of Gujarat, India. The Amul Model is a three-tier cooperative structure.

The dairy co-operatives provide the opportunity of incentives and encouragement especially to the poor farmers for augmenting milk production and earning more profits through the supply of milk owing to remunerative prices. These pave the way for the up gradation of their socio-economic level and the resultant higher standard of living. (Tiwari, 2001).

Dairy as an enterprise is increasingly being recognized could play a more constructive role in promoting rural welfare and reducing poverty by generating employment at farm level. (Garnit et al., 2015)

Co-operatives offer tremendous scope in the upliftment of



dairy farmers in general and rural economy in particular in the strategy on organized dairy development in India. (Shah, 2007).

The present investigation was designed to study the entrepreneurial behavior of male and female cooperative members and relation of entrepreneurial attributes with income through dairy cooperative.

2. Research Methodology

Uttar Pradesh is a leading state in milk production in the country. Milk co-operative societies are functional and playing crucial role in Faizabad district, in year (2015), thus, Faizabad district was selected purposively. District Faizabad comprised of 11 blocks. Out of these 11 blocks the Milkpur block was selected purposively.

In milkpur block 28 milk co-operatives societies were function under co-operative milk union Faizabad at the time of investigation. Out of these, 10 milk cooperative societies were selected randomly. Applying simple random sampling design. Five women and five men members were selected for each of the selected milk co-operative society. Thus a total of 100 members (50 men and 50 women) were finally identified for the purpose of investigation. A structured and pretested interview schedule was applied for data collection. The data was collected through personal interview of the respondent, observation and secondary sources. The appropriate statistical tools and techniques were used to analyze the data and draw inferences accordingly.

The coefficient correlation,
$$r = \frac{\sum (x_i - \bar{X})(y_i - \bar{Y})}{\sqrt{\sum (x_i - \bar{X})^2 \sum (y_i - \bar{Y})^2}}$$

3. Results and Discussion

Entrepreneurial behavior: the study of human behavior involved in identifying and exploiting opportunities through creating and developing new ventures as well as exploring and creating opportunities while in the process of emerging organizations.

3.1. Innovativeness

Innovativeness affects the behavioral pattern of respondents through their interest and desire to seek change in their present practices. Table 1 show that majority of the male (52%) and female (56%) respondent fell in medium category of innovativeness. Whereas 12% male and comparatively more number (24%) of female respondents belonged to low category of innovativeness. Moreover male (36%) and female (20%) respondent had high level of innovativeness. in pooled sample also, majority of them (54%) were found in medium category followed by high (28%) and low (18%) categories respectively. This finding is in concurrence with the finding reported of (Rathod et al., 2012 and Baidha et al., 2014).

Table 1: Distribution of respondents according to their innovativeness

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 8)	6 (12%)	12 (24%)	18 (18%)
2.	Medium (9 to 11)	26 (52%)	28 (56%)	54 (54%)
3.	High (12 and above)	18 (36%)	10 (20%)	28 (28%)

3.2. Decision making

Decision making is a mental process of selecting the best one out of alternatives available. The data given in Table 2 reveals that the majority of male milk co-operative members were in medium category (50%) followed by high (38%) and low (12%) categories of their decision making, respectively. Likewise, in case of female milk co-operative members majority of them found in medium category (64%) followed by low (20%) and high (16%) categories respectively. In pooled sample, majority of the respondents were live in medium category, whereas 27% and 16% of them live in high and low categories respectively. Most of the respondents showed medium decision making ability. This finding is in conformity with that of Tekale et al. (2013); Patel et al. (2014).

3.3. Achievement motivation

Table 3 reveals that the majority of milk cooperative members (62%) found in medium category of achievement motivation followed by high (32%) and low (6%) categories respectively. Likewise, in case of female milk co-operative members majority of them were in medium category (56%) followed by low (28%) and high (16%) categories respectively. Irrespective of gender, majority of the milk co-operative members (59%) were in medium category followed by 24% and 17% were in high and low category, respectively.

3.4. Knowledge of the dairy farming enterprise

Table 4 reveals that majority of the male (56%) and female (70%) cooperative members were in medium category of their knowledge level. Whereas (18%) of males and (12%) of females were in low category. Likewise more number of males (26%) had high knowledge level as compared to their

Table 2: Distribution of respondents according to decision making

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 4)	6 (12%)	10 (20%)	16 (16%)
2.	Medium (5 to 7)	25 (50%)	32 (64%)	57 (57%)
3.	High (8 and above)	19 (38%)	8 (16%)	27 (27%)

Table 3: Distribution of respondents according to achievement motivation

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 20)	3 (6%)	14 (28%)	17 (17%)
2.	Medium (21 to 26)	31 (62%)	28 (56%)	59 (59%)
3.	High (27 and above)	16 (32%)	8 (16%)	24 (24%)

Table 4: Distribution of respondents according to knowledge of the dairy farming enterprise

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 10)	9 (18%)	6 (12%)	15 (15%)
2.	Medium (11 to 13)	28 (56%)	35 (70%)	63 (63%)
3.	High (14 and above)	13 (26%)	9 (18%)	22 (22%)

female counterparts.

Pooled sample indicates that (63%) of the respondent had medium level knowledge of dairy farming while 22% and (15%) had high and low level knowledge, respectively.

3.5. Information seeking

A perusal of Table 5 shows that the majority of male milk cooperative members (44%) in medium category followed by high 40% and 16% of them were found belonging to high and low category. Likewise, in case of female milk co-operative members' majority (62%) of them were in medium category followed by high (20%) and low (18%) categories respectively. Pooled figure indicate that 53 and 30% cooperative members had medium and high level of information seeking against 17% who were under its low category. This finding is in concurrence with the finding reported by Lawrence and Ganguli (2012); Rathod et al. (2012); Patel et al. (2014).

3.6. Risk taking ability

The data given in Table 6 shows that the majority of male milk cooperative members (58%) were in medium category followed by high (14%) and low (8%) categories respectively. Likewise, in case of female milk cooperative member's

Table 5: Distribution of respondents according to information seeking

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 5)	8 (16%)	9 (18%)	17 (17%)
2.	Medium (6 to 9)	22 (44%)	31 (62%)	53 (53%)
3.	High (10 and above)	20 (40%)	10 (20%)	30 (30%)

majority of them (46%) were in medium category followed by low (30%) and high (24%) categories respectively.

In pooled sample majority of the cooperative members (52%) were found in medium category and equal number of them (19%) were in high and low categories. Similar findings were reported by Lawrence and Ganguli (2012); Baindha et al.

Table 6: Distribution of respondents according to risk taking ability

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 4)	4 (8%)	15 (30%)	19 (19%)
2.	Medium (5 to 6)	29 (58%)	23 (46%)	52 (52%)
3.	High (7 and above)	7 (14%)	12 (24%)	19 (19%)

(2014); Reshma et al. (2014).

3.7. Ability to coordinate dairy farm activities

Irrespective of gender majority of cooperative members (63%) had high followed by 23% and 14% had medium and low ability to co-ordinate dairy farm activities (Table 7).

Gender wise, more male respondent had high ability to coordinate dairy farm activities as compared to their female counterparts.

3.8. Assistance of dairy management services

It can be seen in Table 8 that half of the female members were found belonging to low category as compared to 28% of their male counterparts. Whereas majority of the male respondent (46%) were live in high category as compared to 28% of female respondents. In pooled sample majority of the respondents (39%) were found belonging to low category of their assistance of dairy management services followed by 37% and 24% were in high and medium categories, respectively.

3.9. Leadership ability

The data given in Table 9 reveals that half of the male milk cooperative members were found in medium category of leadership ability followed by high and low categories, respectively. While, in case of female milk co-operative members equal number of respondent (28%) belonging to

Table 7: Distribution of respondents according to ability to co-ordinate dairy farm activities

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 1)	7 (14%)	7 (14%)	14 (14%)
2.	Medium (1 to 2)	9 (18%)	14 (28%)	23 (23%)
3.	High (3 and above)	34 (68%)	29 (58%)	63 (63%)

Table 8: Distribution of respondents according to assistance of dairy management services

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 1)	14 (28%)	25 (50%)	39 (39%)
2.	Medium (2 to 3)	13 (26%)	11 (22%)	24 (24%)
3.	High (4 and above)	23 (46%)	14 (28%)	37 (37%)

medium and high category and rest (24%) were lie in low category. Pooled data indicate that the majority of the milk cooperative members (44%) had medium whereas rest 36% had high and 20% had low level of leadership ability.

3.10. Cosmopolitaness

Table 10 reveals that majority of male members (56%) were found belonging to high category. While majority of female members (44%) were in low category of cosmopolitaness. However more members of female respondents (26%) were found in medium category as compared to their male counterparts. In pooled sample 43% of the cooperative members were in high category whereas rest 38% in low and 19% were in medium category of cosmopolitaness. It shows that male co-operative members had higher cosmopolitaness compared to females.

3.11. Overall entrepreneurial behavior

An overall perusal of Table 11 shows that 78% of male and 64 % of female respondents were found in medium category of their entrepreneurship behavior whereas more number of females (26%) were in low category as compared to very few number (4%) of their male counterparts.

Table 9: Distribution of respondents according to leadership ability

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 2)	8 (16%)	12 (24%)	20 (20%)
2.	Medium (3 to 4)	25 (50%)	19 (38%)	44 (44%)
3.	High (5 and above)	17 (34%)	19 (38%)	36 (36%)

Table 10: Distribution of respondents according to their Cosmopolitaness

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 3)	16 (32%)	22 (44%)	38 (38%)
2.	Medium (3 to 4)	6 (12%)	13 (26%)	19 (19%)
3.	High (5 and above)	28 (56%)	15 (30%)	43 (43%)

Also compared lively more number of male members (18%) were live in high category as compared to only 10% of their female counterparts. Furthermore irrespective of gender majority of the cooperative members (71%) were found belonging to medium category while almost equal number of them were live in low and high categories.

3.12. Relationship between entrepreneurial behaviors with income

The data in Table 12 focused that out of ten selected variables, innovativeness, information seeking, leadership ability and cosmopolitaness found to be positively and significantly ($p < 0.05$) related with income of the respondents generated through dairy enterprise. Moreover, It can also be observed that relationship of decision making ability of the cooperative members and their overall entrepreneurial behavior with income generation was found positive and highly significant at 1% level of probability.

Table 11: Distribution of respondents according to their overall entrepreneurial behavior

Sl. No.	Categories (Scores)	Respondents		
		Male n=50	Female n=50	Total N=100
1.	Low (up to 65)	2 (4%)	13 (26%)	15 (15%)
2.	Medium (66 to 89)	39 (78%)	32 (64%)	71 (71%)
3.	High (90 and above)	9 (18%)	5 (10%)	14 (14%)

Table 12: Correlation coefficient (r) between entrepreneurial behavior and income

Sl. No.	Variables	Correlation Coefficient (r)
1.	Innovativeness	0.195*
2.	Decision making	0.320**
3.	Achievement motivation	0.123NS
4.	Knowledge of the dairy farming enterprise	0.120NS
5.	Information seeking	0.234*
6.	Risk taking ability	0.176NS
7.	Ability to coordinate dairy farm activities	0.060NS
8.	Assistance of dairy management services	0.138NS
9.	Leadership ability	0.238*
10.	Cosmopolitaness	0.245*
	Over all entrepreneurial behaviour	0.315**

*Significant at $p=0.05$; ** Significant at $p=0.01$; NS: Non significant

Also, rest of the entrepreneurial attributes indicates the positive relationship with income through husbandry.

4. Conclusion

Majority of the dairy farmers belonged to medium level entrepreneurial behavior category followed by high and low level. Hence, special consideration is required to enhance entrepreneurship in dairy farmers. Medium level of major components and entrepreneurial behavior of men better than women. Therefore, efforts should be made to increase the level of entrepreneurial behavior of women and men dairy cooperative members through awareness and training programmes, demonstrations, tours, field visits etc., for socio economic upliftment of the dairy farmers.

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