



Research Article

## Decision making prototype of farm women in dairy farming

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**SUMMARY :** In Indian context farming is a family occupation. Farm women is an associate to her husband in various activities has greater role in decision making process. Thus, the timely and judicious decision making ability of the farm family have a direct bearing on the development of agriculture sector. Empowerment of the farm women in decision making is a current need of the time in an agrarian country like, India. The study was conducted in purposively selected Vasudhara Dairy of Navsari District, Dhudhdhara Dairy in Bharuch District and Choryasi Dairy of Surat District of Gujarat State. There were total 1000 women dairy cooperative societies out of which thirty societies were selected for the study. From these societies a sample of 180 farm women was selected by the proportionate sampling technique. The participation of the farm women were studied in the form of breeding, feeding, health care and management practices. The data were analyzed by using appropriate statistical technique. Regarding healthcare practices, age, herd size, income milk, consumption, milk sale, dairy related magazines, training attended were significantly associated with decision-making pattern of the respondents. The age, education, herd size, income, milk production, milk consumption, milk sale, television viewing, radio listening, dairy related magazines were significantly associated with decision-making pattern of the respondents in management practices. The age, education, occupation, land holding, income, milk production, milk consumption, television viewing, radio listening, newspaper reading, dairy related magazines, training attended were significantly associated with decision-making of marketing. Based on this study, it can be concluded that the farm women had high involvement in decision-making in these segments which are important areas of dairy farming. There is a need to increase their more involvement and participation in these areas for an overall improvement in their contribution in the decision-making process.

**KEY WORDS :**

Dairy farming,  
Decision making,  
Management,  
Farm women

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