Empowered of rural women by dairy programme through doubling the farmers income

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ABSTRACT : The study was conducted in Sheopur block of Sheopur district M P. The Sheopur block of the district was selected randomly by using the simple random sampling method because due to maximum number of milch animal. Rural women who were involved in sanchi dairy programme 10 villages were selected randomly. After the selection of the villages, a village wise list of the rural woman of the selected 10 villages was prepared and 8 rural women from each selected village. Thus, the total 80 rural women selected for the study. Decision making of rural woman in various animal husbandry activities is presented in Table 5. reveal that majority of rural women (67.50 %) showed medium level of decision making in various animal husbandry activities, while 17.50 per cent showed low and only 15.00 per cent indicated high level of decision making in various animal husbandry activities.

KEY WORDS : Woman empowerment, Dairy, Decision Making, Rural woman

INTRODUCTION

Women play a significant role in domestic and socio-economic life of the society and, therefore, national development is not possible without developing this important and substantial section of our society. Livestock rearing is an integral part of Indian agriculture. India's livestock sector has had a significant impact on the growth of country's economy. The contribution of this sector is estimated to be about 26 per cent of the total value of agriculture sector. It is the principal source of draught power and generating steady rural employment. India is the world's second largest producer of livestock products. Cattle and buffaloes are commonly reared in every farm household because their production plays an important role in rural household economy. Besides possessing vast employment potential, most of the milk and meat in our country is produced by cattle and buffaloes. Indeed cattle and buffaloes considered as back bone of commercial dairying due to their fat rich production potential. Milk and milk products alone make about two-third of total income from livestock. India has witnessed a rapid increase in milk production during last two and half decades and now holds the first position in the world by producing about 86 metric million ton of milk per annum.

Inspite of high milk production, the productivity of our milch animals is very low. Lack of awareness of rural women farmers about improved animal husbandry practices is one of the reasons for low productivity of animals.

Conventionally dairy farming activities are considered as an extension of domestic activities and by and large

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women are responsible for the maintenance of these besides fulfilling their responsibilities of home makers. It is estimated that women constitute 71 per cent of the labour force in livestock sector as against 33 per cent in crop sector. Rural women play a vital role in animal husbandry activities like bringing fodder from field, chaffing the fodder, preparing feed for animals, offering water to them, protecting them from ticks and lice etc. Rural women were found to devote 90 per cent of their time on cattle and buffaloes care. Although the contribution of rural women is not less than that of men in terms of time and effort, yet are invisible because they are largely unpaid and home based.

Woman's involvement in livestock production is a long standing tradition in India where domestic animals have been an integral part of family farming systems. Although much of the work of livestock farming is carried out by women, development, extension and training programmes are not generally designed for greater involvement of women and extending benefits to them.

Decision making as explained by Rogers (1962), is a process by which an evaluation of the meaning of consequences of alternative line of conduct is made and one of them is adopted finally. Hegde (1993) stated that to make decision means to decide upon each cause of action and choose wisely among the alternatives. The decision making process involves a decision maker (Actor), an environment (Situation) in which the decision maker must operate, a set of action (means) and a set of goals to be accomplished.

In fact, in every aspect of life, profession etc. the decision taken at an appropriate time has its impact the success of endeavor. Achievement of family goal depends upon effective decision making involving coordination, supervision and checking of action. In rural farm family, the decisions are required to be taken in farming, dairying and family activities. The decision making in animal husbandry is not an easy job as it appears. Scientifically and logically, it passes through a series of activities to reach at final conclusion. Decision making basically is a thinking process, which involves a process of discriminating from alternatives, possibilities involving many complex elements. In practice, the farming community does not take decision unilaterally or in isolation about several aspects of farming and home activities. But they have to arrive at decisions collectively at appropriate level in a rational manner. It has been, pointed out by earlier authors that the decisions of rural women are influenced by the option of significant persons with whom they interact. The adoption of an innovation is dependent on the decision making process.

The contribution of rural women in decision making process roughly estimated to be 50 to 60 per cent in our country but having varying degrees of participation in decision making in various animal husbandry activities. Their participation in decision making was high in areas of utilization of milk, quantity of milk to be sold and kept for consumption and type of fodder to be fed. In areas of animals to be fed to milch animals at calving time, which concentrates to be fed to milch animals, breed of milch animals to be purchased, care of new born calf, source of drinking water for animals, stopping of milking before calving, number of times of milking, the participation of decision making of rural women was medium. Their low participation in decision making included the areas of housing for animals, utilization of income from milk, vaccination against contagious diseases and breeding practices.

Objectives of the study:

– To study the personal, socio-economic, communicational and psychological characteristics of the rural women.

– Participation of rural women in various animal husbandry activities

– Pattern of decision making of rural woman in animal husbandry activities

–Relationship between socio-economic, communication and psychological attributes of the rural woman and their participation in decision making

MATERIAL AND METHODS

The study was conducted in Sheopur block of Sheopur district. The district comprises 3 blocks namely Sheopur, Karahal and Vijaypur out of which Sheopur block of the district was selected randomly by using the simple random sampling method because due to maximum number of milch animal. Rural women who were involved in sanchi dairy programme 10 villages were selected randomly. After the selection of the villages, a village wise list of the rural woman of the selected 10 villages was prepared and 8 rural women from each selected village. Thus, the total 80 rural women selected for the study. For collecting data of the study interview schedule

covering various aspects based on the objectives of the study was prepared. The interview schedule was subjected to pre-testing. The pre- testing was done among 8 rural women who were not in the sample area. After pre-testing, the interview was subjected to final data collection. The data of the study were collected with the help of interview schedule from selected respondents through personally approach. They were requested given free and frank opinions and answers of the questions.

RESULTS AND DISCUSSION

The results of the present study as well as relevant discussions have been presented under following sub heads:

Profile of rural woman:
Personal socio-economic characteristic:

Detail data on profile parameters on socio-economic characteristics are presented in Table 1 revealed that 42 per cent respondents belong to the young age group, while 35 per cent belonged to middle age groups and 23 per cent belonged to old age group.

Regarding education status, 22.50 per cent respondents were illiterate, 20.00 per cent were educated upto primary, 20.00 per cent were educated upto middle, 28.75 per cent were educated upto higher secondary and only 8.75 per cent were educated above higher secondary.

In case of family size, 41.25 per cent respondents belonged to medium family size, while, 38.75 per cent of them belonged to the small family size and only 20.00 per cent belonged to large family size.

The data clearly indicated that out of total respondents, 51.25 per cent belonged to the nuclear family, while 48.75 per cent belonged to joint family.

As regard to annual income of the rural women, 42.50 per cent respondents belonged to medium income group whereas, 41.25 per cent belonged to high income group and 16.25 per cent belonged to low income group.

The perusal of data also showed the information regarding percentage distribution of number of milch animal of the respondents. It is evident from the data that majority of the respondents possessed 4-8 milch animals whereas, 18.75 per cent possessed less than 4 animals and 8.75 per cent possessed more than 8 animals.

Communication characteristics:
The percentage distribution of the respondents according to their communication attributes is depicted

Table 1 : Distribution of the respondents according to their socio-economic characteristics					(n = 80)	
Sr. No.	Characteristics	Categories	Freq.	Per cent	Mean	S.D.
1.	Age	Young (upto 35 years)	34	42.5		
		Middle (36 to 55 years)	28	35.0	43.10	12.52
		Old (above 55 years)	18	22.5		
2.	Education status	Illiterate	18	22.5		
		Primary education	16	20.0		
		Middle education	16	20.0		
		Higher secondary education	23	28.75	1.90	1.31
		UG level	7	8.75		
		PG level	0	0.00		
3.	Family size	Small size (upto 5 members)	31	38.75		
		Medium size (6-10 members)	33	41.25	7.60	3.14
		Large size (above 10 members)	16	20.00		
4.	Family type	Nuclear	41	51.25	1.50	0.50
		Joint	39	48.75		
5.	Annual income	Low (< Rs. 172000)	13	16.25	216.50	45.15
		Medium (Rs.172000-217000)	34	42.50		
		High (> Rs. 217000)	33	41.25		
6.	Number of milch animal	Low (< 4)	15	18.75	5.60	1.89
		Medium (4-8)	58	72.5		
		High (>8)	7	8.75		

in Table 2. A perusal of data reported in Table 2 reveled that the majority of the respondents possessed medium level of information source utilization (70%), mass media exposure (72.50%) and cosmopoliteness (63.75 %). Whereas, about one fifth of the respondents possessed high level of information source utilization (20%) and mass media exposure (23%) while 27 per cent respondents possesses low level of cosmopoliteness.

Psychological characteristics:

The distribution of the respondents according to their psychological characteristics is presented in Table 3.

The results in Table 3 revealed that the majority of the respondents possessed medium level of economic motivation (57.50%), scientific orientation (58.75%) and knowledge about animal husbandry activities (57.50%) whereas, one fourth of the respondents possessed high economic motivation (26.25%), low level of scientific orientation (26.25%) and knowledge about animal husbandry (23.75%).

Participation of rural women in various animal husbandry activities:

A perusal of data in Table 4 reveals that the all the rural women participated in feeding of animals, making

feed at the time of delivery, care of animals at the time of delivery, cleaning of utensils used for milking, offering water to animals and marketing of milk/milk selling. The data indicate that overwhelming majority of rural women participated in collection and disposal of dung and milking of animals (97.5%) followed by cutting, collection and making bundle of fodder, cleaning of cattle shed and preparation of cow dung cakes (96.25%), transportation of fodder (93.75 %), cleaning and bathing of animals (92.5 %), feeding colostrums to newly born calves (50 %). Data also indicated that less than half of the respondents participated in grazing of animals (43.75 %), care of newly born calves (35%), removal of ticks (33.75%). Only a few of the respondents participated in disposing of dead animals (16.25%),taking animals for artificial insemination (3.75 %) and taking animals for vaccination (2.5%).

Extent of participation of rural woman in decision making:

Decision making of rural woman in various animal husbandry activities has been studied in term of willingness to make self decision, decide after consulting husband, consulting family members and non-participation in decision making.

Decision making of rural woman in various animal

Table 2 : Distribution of the respondents according to their communication characteristics (n = 80)

Sr. No.	Characteristics	Categories	Freq.	Per cent	Mean	S.D.
1.	Information source utilization	Low (<5 score)	8	10.00		
		Medium (5-11 score)	56	70.00	8.40	3.06
		High (>11 score)	16	20.00		
2.	Mass media exposure	Low (<1 score)	4	5.00		
		Medium (1-3 score)	58	72.50	1.70	1.17
		High (>3 score)	18	22.50		
3.	Cosmo politeness	Low (<4 score)	22	27.50		
		Medium(4-10 score)	51	63.75	6.80	3.33
		High (>10 score)	7	8.75		

Table 3 : Distribution of the respondents according to their psychological characteristics (n = 80)

Sr. No.	Characteristic	Categories	Freq.	Per cent	Mean	S. D.
1.	Economic motivation	Low (21<score)	13	16.25	23.00	2.43
		Medium (21-25 score)	46	57.50		
		High (>25 score)	21	26.25		
2.	Scientific orientation	Low (20< score)	21	26.25	22.40	2.46
		Medium (20-24 score)	47	58.75		
		High (24> score)	12	15.00		
3.	Knowledge about animal husbandry activities	Low knowledge (< 5 score)	19	23.75	5.50	1.45
		Medium knowledge (5-7 score)	46	57.50		
		High knowledge (>7 score)	15	18.75		

husbandry activities is presented in Table 5. Reveal that majority of rural women (67.50 %) showed medium level of decision making in various animal husbandry activities, while 17.50 per cent showed low and only 15.00 per cent indicated high level of decision making in various animal husbandry activities. Similar finding were also reported by Singh and Sharma (2013).

Rural women were found to have varying degrees of participation in decision making various activities of animal husbandry. Feeding and milking activities of dairy animals were generality performed by rural women except selection of animals, opening accounts in banks.

Pattern of decision making of rural woman in animal husbandry:

The data regarding the pattern of decision making related to animal husbandry activities is presented in Table 6.

The pattern of decision making indicates that all the rural women had participation in decision making for marketing of milk, while vast majority of rural women had participation in decision making for weaving of calves (98.75%), milking of calves (98.75%), sale of milk products (96.25%), watering of animals and feeding of animals (96.25 %). Data also indicated that about one fourth of the respondents had participation in decision making for opening accounts in banks (26.25%), maintenance of record/ account (37.5%), artificial insemination / natural service (31.25%) and vaccination in animals (33.75%). The above findings indicate that the participation of rural women is decision making is good.

Table 4 : Extent of participation of rural women in animal husbandry			
Sr. No.	Animal husbandry activities	Freq.	Percentage
1.	Cutting collection and making bundle of fodder	77	96.25
2.	Transportation of fodder	75	93.75
3.	Feeding of animals	80	100
4.	Grazing of animals	35	43.75
5.	Cleaning of cattle shed	77	96.25
6.	Collection and disposal of dung	78	97.5
7.	Cooking feed at the time of delivery	80	100
8.	Care of animals at the time of delivery	80	100
9.	Care of newly born calves	28	35
10.	Feeding colostrums to newly born calves	40	50
11.	Cleaning and bathing of animals	74	92.5
12.	Disposing of dead animals	13	16.25
13.	Preparation of cow dung cakes	77	96.25
14.	Cleaning of utensils used for milking	80	100
15.	Offering water to animals	80	100
16.	Taking animals for vaccination	2	2.5
17.	Taking animals for artificial insemination	3	3.75
18.	Milking of animals	78	97.5
19.	Removal of ticks	27	33.75
20.	Marketing of milk/milk selling	80	100
21.	Processing of milk into milk products eg. curd, cheese ghee etc.	75	93.75
22.	Selling of milk products eg. butter, ghee, Khoa, cheese.	76	95
23.	Giving medicines to the animals	6	7.5
24.	Cooking feed for sick animals	80	100
25.	Maintenance of accounts/ records	31	38.75

Hansraj Jatav and D.K. Suryawanshi

Table 5 : Distribution of respondents according to their extent of decision-making (n=80)

Categories	Frequency	Per cent	Mean
Low (23< score)	14	17.50	0.17
Medium (23-31 score)	54	67.50	1.36
High (31> score)	12	15.00	0.46
Total	80	100.00	1.99

Table 6 : Pattern of decision making of rural women in animal husbandry (n=80)

Sr. No.	Decision making area	Who made decision				
		(W)	(WH)	(WO)	(0)	(WP)
1.	Selection of animals	1 (1.25)	30 (37.50)	1 (1.25)	48 (60)	32 (40)
2.	Feeding of animals	19 (23.75)	58 (72.50)	0 (0)	3 (3.75)	77 (96.25)
3.	Making hygienic and disinfected cattle shed	2 (2.50)	44 (55)	0 (0)	34 (42.50)	46 (57.5)
4.	Pregnancy diagnosis	0 (0)	33 (41.25)	1 (1.25)	46 (57.50)	34 (42.5)
5.	Care of animal at the time of parturition	60 (75)	15 (18.75)	0 (0)	5 (6.25)	75 (93.75)
6.	Feeding colostrums to new born calves	9 (11.25)	23 (28.75)	0 (0)	48 (60)	32 (40)
7.	Taking animals for vaccination	0 (0)	25 (31.25)	2 (2.50)	53 (66.25)	27 (33.75)
8.	Bringing doctors for taking the animals to the veterinary hospital	0 (0)	41 (51.25)	1 (1.25)	38 (47.50)	42 (52.5)
9.	Weaving of calves	74 (92.50)	5 (6.25)	0 (0)	1 (1.25)	79 (98.75)
10.	Milking of calves	64 (80)	15 (18.75)	0 (0)	1 (1.25)	79 (98.75)
11.	Marketing of milk	32 (40)	48 (60)	0 (0)	0 (0)	80 (100)
12.	Processing of milk into milk products	54 (67.50)	22 (27.50)	0 (0)	4 (5)	76 (95)
13.	Sale of milk products eg butter, *Ghee, Khoa*, cheese	16 (20)	60 (75)	1 (1.25)	3 (3.75)	77 (96.25)
14.	Disposing of dead animals	0 (0)	38 (47.50)	1 (1.25)	41 (51.25)	39 (48.75)
15.	Watering of animals	61 (76.25)	15 (18.75)	1 (1.25)	3 (3.75)	77 (96.25)

(Figure in parenthesis are represent percentage of the total)

Table 7 : Relationship between selected independent variables with decisions making in animal husbandry activities

Sr. No.	Factor	Correlation co-efficient "r"
	Socio-economic	
1.	Age	0.090
2.	Education status	0.622**
3.	Family size	-0.755**
4.	Family type	-0.740**
5.	Annual income	-0.013
6.	No. of milch animals	0.259*
	Communication	
1.	Information source utilization	0.677**
2.	Mass media exposure	0.589**
3.	Cosmopoliteness	0.663**
	Psychological	
1.	Economic motivation	0.545**
2.	Scientific orientation	0.454**
3.	Knowledge about animal husbandry	0.470**

*and ** indicate significance of values at P=0.05 and 0.01, respectively

where,
(W)   = Women alone
(WH) = Women and her husband
(WO) = Women and other family members
(O)   = Non- participation of women
(WP) = women participation.

Relationship between socio-economic, communication and psychological attributes of the rural woman and their participation in decision making:

Correlation co-efficients (r) were worked out to as certain the relationship between the selected characteristics of the rural women and their decisions making in animal husbandry activities. The relationships observed are show in Table 7.

It is observed from the data that in case of socio-economic variables, education status was positively and significantly correlated at 1 per cent level of probability, while number of milch animals was correlated at 5 per cent level of probability. The other variables namely, family size and family type were negatively and significantly correlated at 1 per cent level of probability. Similar findings were also reported by Kishor *et al.* (1999), in case of education, Nimje *et al.* (1989) and Patki and Nikhade (1999) in case of family size and Mohol (2010) in case of annual income.

The data also indicated that all the communication variables namely information source utilization, mass media exposure and cosmopoliteless were positively and significantly correlated with decision making at 1 per cent level of probability.

Similarly in case of psychological variables all the three variables namely economic motivations, scientific orientations and knowledge about animal husbandry were positively and significantly related with decision making at 1 per cent level of probability.

Conclusion:

The findings of the study revealed that all the rural women participated in feeding of animals, cooking feed at the time of delivery, care of animals at the time of delivery, cleaning of utensils used for milking, offering water to animals, marketing of milk/milk selling and cooking feed for sick animals. The findings also indicated

that overwhelming majority of rural women participated in collection and disposal of dung and milking of animals, cutting collection and making bundle of fodder, cleaning of cattle shed and preparation of cow dung cakes, transportation of fodder, cleaning and bathing of animals. About half of the respondents participated in feeding colostrums to newly born calves and in grazing of animals, whereas, about one third respondents participated in care of newly born calves and removal of ticks. The very few of the respondents participated in disposing of dead animals, taking animals for artificial insemination and taking animals for vaccination.

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