

**RESEARCH ARTICLE :**

Constraints in dairy entrepreneurship among youth in Telangana state

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SUMMARY : The present study has been taken up with an objective to study constraints experienced by youth in dairy entrepreneurship. A sample of 220 respondents from 11 mandals were selected through proportionate random sampling from Telangana State. Inadequate availability of quality inputs at reasonable price was the major constraints among production constraints, low level of awareness about milk processing technologies was the major constraint among processing constraints, non-remunerative price of milk was the major marketing constraint and delayed payment of milk bill to farmers was major constraint among miscellaneous constraints.

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KEY WORDS :Constraints, Dairy,
Entrepreneurship,
Youth**BACKGROUND AND OBJECTIVES**

Dairying is perceived as subsidiary occupation for vast majority of farming community, it has acquired independent status as main occupation. It is a classic example of production by masses rather than mass production as millions of rural smallholders dominate India's dairy industry, contributing to 62.00 per cent total milk produced in the country (Nargunde, 2013). Hence, dairy industry is of enormous significance for India's development because of the vital linkages and synergies that it promotes between the two pillars of the economy, namely, industry and agriculture. In light of the increasing demand driven by the growing population, higher incomes and more health consciousness, the slowdown in dairy industry growth is severely worrisome.

Technology development in general in dairying has drawn considerable attention, it has been irony that adoption by masses has been ignored not because of the efficacy of the technology but owing to less visibility of its "business face". The 'business face' connotes the potentiality of being entrepreneurial in its sphere. Therefore, it is important to provide a face-lift to dairy entrepreneurship in making it popular, profitable and capable of creating human potential towards overall progress of the society. Entrepreneurship have increasingly visualize as a strategic intervention for accelerating the pace of development of economy by the government and institutions. Entrepreneurship is the process enables the business (whether start-up, established business or farm family) to show profit by

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identifying market opportunities and creating unique combinations of resources to pursue these opportunities (Jacobson, 1992). Entrepreneurship is the creative response to an environment that combines innovativeness, readiness to take risk, sensing opportunities, heightened initiative, perceiving and mobilizing potential resources, concern for standard of excellence, persistence in achieving the goal, positive orientation to problem solving and constant striving for growth and excellence. When all these attributes are developed in one person, the person can be found in any field of activity such as industry, business, education, public or professional bodies. The farmers need to largely imbibe and exhibit the entrepreneurial traits to succeed or make a profitable venture in dairy farming. The increasing number of unemployed youths is one of the daunting problems faced by both developed and developing countries (International Labour Organisation (ILO), 2004). India has the largest youth population in the world which was estimated to be 550 million (Government of India, 2011b). For rural youth in particular, new business creation in the agriculture sector can present an important and viable opportunity to earn a decent living. So the present study was conducted to analyse the factors constraining dairy entrepreneurship among youth.

RESOURCES AND METHODS

The study was conducted in four purposively selected agro-climatic zones of Telangana state *viz.*, Northern Telangana zone, Central Telangana zone, Southern Telangana zone and High Altitude Tribal zone. The respondents were youth who are involved in dairying were selected through proportionate random sampling method based on number of mandals in each agro-climatic zone summing of sample size of 220 respondents. The *ex-post-facto* research design was used in the study, as the manifestation of the variables presumably had already occurred and there was no scope for further manipulation. Different categories of constraints were collected by literature review, expert opinion and from the field based on officials' and farmers' perception. Data were obtained by administering a semi-structured interview schedule.

Garret's ranking technique was used to identify and rank the constraints. The technique provides the facility to change the orders of constraints into numerical scores. The prime advantage of this technique over the simple

frequency distribution is that the constraints are arranged based on their importance from the point of view of the respondents. Hence, the same number of responses on two or more constraints may have been given different ranks. Garret's formula for converting ranks into per cent is given by the following equation:

$$\text{Per cent position} = \frac{100(R_{ij} - 0.05)}{N_j}$$

where,

R_{ij} = Rank given for the i^{th} item by j^{th} respondent

N_j = Number of items ranked by j^{th} respondent

The per cent position of each rank was converted into scores referring to Table given by Garrett and Woodworth (1969). For each factor, the scores of individual users were added together and divided by the total number of respondents. Thus, the mean scores of all factors were ranked by arranging in descending order, ranks were assigned and most important factors were identified.

OBSERVATIONS AND ANALYSIS

A constraint is anything, any factor that prevents or limits an individual or group from adopting an intervention or restrains them from tapping the intended virtues of an intervention. Constraints can be personal or external to an individual or a social system. Hindrances are encountered while taking dairying as an entrepreneurial activity. Hence, it is imperative to explore constraints faced by youth in dairy entrepreneurship for improving entrepreneurial behaviour.

Production constraints as perceived by youth in dairy entrepreneurship :

The data reported in the given Table 1 revealed that among the seven production constraints expressed by the respondents "availability of quality inputs at reasonable prices" ranked-I with mean score of 67.85, which might be due to adulteration of inputs by private local input supplier shops. Similar findings were reported by Sukar *et al.* (2014) that lack medicines and instruments for quality milk production and also lack of nutritious feed. Poor knowledge about scientific dairy farming practices ranked-II with mean score 62.90. The reason might be due to the lesser exposure to training programmes. These results are found in line with the study conducted by Patil *et al.* (2009).

"Inadequate coverage of veterinarian, breeding and

extension services at village level” ranked-III with mean score of 55.41. Currently the ratio of dairy farmer to extension worker ratio is very high and veterinarian is unable to cover the villages under him as he has responsibility of writing records, report high officials and also attending providing extension services to the farmers. The results are in conformity to the results of Rathod *et al.* (2011). “Identification of healthy animals and low productivity of dairy animals” ranked-IV with mean score 54.06, as the young dairy respondents were deceived during the purchase of animals. The results are in conformity to the findings of Rathod *et al.* (2011).

“Increase in labour cost and availability of labour” ranked-V with mean score 43.76. The reason for increase in cost of labour and availability might be due to employment opportunities available to farm labour at construction sites outside their villages, daily labour at infrastructure development projects in urban areas where wages of labour are comparatively higher. “Inadequate availability of fodder and feed requirement” ranked-VI with mean score 39.23, might be due to rapid decrease in grazing lands due increase in cultivation of commercial and cereal crops where animals used to feed freely. Similar findings were reported by Rathod *et al.* (2011).

“Inadequate water for cleaning and drinking purpose for animals” ranked-VII with mean score 28.78. The reason for unavailability of water could be due to uncontrolled exploitation of ground water through bore wells to cultivate cereals and commercial crops particularly in rainfed region/peri-urban expansion works.

Processing constraints as perceived by youth in dairy entrepreneurship :

“Low level of awareness about milk processing technologies” ranked-I with mean score 65.46. Majority of respondents were not aware of the milk processing technologies such as preparation of *Paneer*, *khoa*, cheese and other milk products. “Non-availability of infrastructure facilities at village level for processing of milk” ranked-II with mean score 45.08. The respondents reported that as milk processing is done either by milk federation or private companies or local *halwais* as lack of infrastructure facilities available at village such as milk chilling facilities, milk processing plants at villages. The results are in conformity with the findings of Sukar *et al.* (2014) who reported that lack of bulk milk chilling centres and bulk storage facilities were expressed as constraints by the respondents.

Table 1 : Distribution of respondents according to production constraints

Sr. No.	List of production constraints	Mean score	Rank
1.	Availability of quality inputs at reasonable prices	67.85	I
2.	Poor knowledge about scientific dairy farming practices	62.90	II
3.	Inadequate coverage of veterinary, breeding and extension services at village level	55.41	III
4.	Identification of healthy animals and low productivity of dairy animals	54.06	IV
5.	Increase in labour cost and availability of labour	43.76	V
6.	Inadequate of green fodder and feed availability	39.23	VI
7.	Inadequate availability of water for cleaning and drinking purpose for animals	28.78	VII

Table 2 : Distribution of respondents according to processing constraints

Sr. No.	List of processing constraints	Mean score	Rank
1.	Low level of awareness about milk processing technologies	65.46	I
2.	Non-availability of infrastructure facilities at village level	45.08	II

Table 3 : Distribution of respondents according to marketing constraints

Sr. No.	List of marketing constraints	Mean score	Rank
1.	Non-remunerative price of milk which is not meeting demand of increased cost of production	67.84	I
2.	Availability of transport facilities at door steps	59.48	II
3.	Defects in lactometer reading at milk collection centres	49.54	III
4.	Exploitation by middle men and private companies	43.55	IV
5.	Lack of market for milk disposal	28.60	V

Table 4 : Distribution of respondents according to miscellaneous constraints

Sr. No.	Constraints	Mean score	Rank
1.	Untimely payment of milk bill and incentives to the farmers	69.11	I
2.	Lengthy loan sanctioning procedure for establishment of dairy farms and high capital investment	54.40	II
3.	Lack of need based and skill oriented training programmes in dairying	32.70	III

Marketing constraints as perceived by youth in dairy entrepreneurship :

Among marketing constraints from Table 3, it is seen that “non-remunerative price of milk which is not meeting demand of increased cost of production” ranked-I with mean score 67.84. The reason might be that the current price of milk is less unable to meet cost of milk production due to increase in cost of inputs, labour causing dissatisfaction about price of milk.

“Availability of transport facilities at door steps” ranked-II with mean score 59.48. The reason for the expressed constraint might be that majority of the farmers are small and marginal and have to go for milk collection centres to pour the milk and they have to attend activities of crop husbandry. The results are in conformity to the findings of Sukar *et al.* (2011) who reported that lack of marketing facilities as constraints experienced by dairy farmers.

“Defects in lactometer reading at milk collection centres” ranked-III with mean score 49.54. The respondents reported that there exist defects in lactometer due to which they are getting less price for milk.

“Exploitation by middle men and private companies” ranked-IV with mean score 43.55. The reason might be due to low prices of milk from the middle men and private companies. “Lack of market for milk disposal” ranked-V with mean score 28.60. The reason is due to unavailability of suitable milk channel at village level.

Miscellaneous constraints as perceived by the youth in dairy entrepreneurship :

Among miscellaneous constraints observed from Table 4 “untimely payment of milk bill and incentives to the farmers” ranked-I with mean score 69.11. The reason might be milk bill has to be sanctioned at various levels of authority and auditing which might cause delay in payment of milk bill that causes inconvenience to meet essential expenditure.

“Lengthy loan sanctioning procedure for establishment of dairy farms and high capital investment”

ranked-II with mean score 54.40 may be the respondents have to visit banks frequently for availing loans. The results were also reported by and Gwary *et al.* (2011) and Hamidu (2015).

“Lack of need based and skill oriented training programmes in dairying” ranked-III with mean score 32.70. The reason might be due to the lack of awareness among the respondents about the existing training programmes/institutions organizing the programmes.

Conclusion :

As youth are future farm entrepreneurs they are unwilling to take up dairying due to the constraints in dairy entrepreneurship. There is need to focus on these issues by various programmes and initiatives by the policy makers to attract and retain youth in dairying so that it will be a remunerative occupation to youth in rural areas and prevent migration of youth from rural areas.

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