

Constraints in efficient functioning of dairy enterprise under SGSY

RAHUL KUMAR SINGH, R.K. DOHAREY¹, N.K. TIWARI² AND CHANDAN KUMAR SINGH³

Members of the Research Forum

Associate Author :

¹Department of Extension Education, N. D. University of Agriculture and Technology, Kumarganj, FAIZABAD (U.P.) INDIA

²Department of Soil Science, N. D. University of Agriculture and Technology, Kumarganj, FAIZABAD (U.P.) INDIA

³Department of Plant Pathology, N. D. University of Agriculture and Technology, Kumarganj, FAIZABAD (U.P.) INDIA

AUTHOR FOR CORRESPONDENCE :

RAHUL KUMAR SINGH
Department of Extension Education,
N. D. University of Agriculture and
Technology, Kumarganj, FAIZABAD
(U.P.) INDIA
Email: rahulrxt91@gmail.com

Abstract : A study was conducted in Amaniganj block of Faizabad district of Uttar Pradesh to know the constraints in efficient functioning of dairy enterprise under SGSY during the year 2013. A sample of one hundred farmers were selected randomly from the list of 5 purposely selected villages *i.e.*, Raipatti, Manjhanpur Manudeeh, Satemau and Taldholi. The relevant variables were selected after reviewing the literatures available and the works done in the field prior to the present investigation. A well structured and pretested interview schedule was used for data collection through personal interview method. The data was analyzed by using percentage, mean and standard deviation.

Key words : Enterprise, Interview Schedule, Sample, Structured

How to cite this paper : Singh, Rahul Kumar, Doharey, R.K., Tiwari, N.K. and Singh, Chandan, Kumar (2016). Constraints in efficient functioning of dairy enterprise under SGSY. *Vet. Sci. Res. J.*, 7(1) : 39-41.

Paper History : Received : 22.01.2016; Revised : 27.02.2016; Accepted : 19.03.2016

INTRODUCTION

The SGSY, a centrally sponsored scheme of Ministry of the Rural Development, is the largest credit based poverty alleviation programme in the world. It is different from earlier programmes in terms of strategy envisaged for implementation and has been conceived as a holistic programme of self-employment, *viz.*, organization of rural poor into self-help groups and their capacity building training, planning for activity clusters infrastructure built-up and technology and marketing support.

The socio-economic status plays an important role in human development. It includes both social and economical characteristics of the respondents and basically depends on the social and economical experiences and realities that help mold one's personality, attitudes and lifestyle. The study revealed that problems visualized by members of women comparative to start dairy business include lack of infrastructural facilities (52.67%), finance (20.66%), not

getting support from family (15.33%), credit problem (6.67%) and problem of marketing of a produce (4.67%), respectively (Saxena, 1996); Another report stated the problems being encountered by SHG members were found to be mainly problems of distress sales, problem of transportation of products to specific markets and problem generated due to lack of market information (Singh *et al.*, 2010); Research report find that each stages of the programme development, starting from the process of group formation to initiation of economic activities. Findings of the study suggest practical insights for developing SHG based micro-enterprises in profitable and sustainable manner (Ali, 2011). Result represent that the major constraints faced by the beneficiaries during their participation were family restrictions (66.7%), difficulty in bringing members together (80%), disturbance from daily household work (86.7%), delay in availing benefits (75.0%), and lack of proper marketing place (90.0%). The major suggestion given by the beneficiaries for the effective implementation of “Kudumbashree” programme were, training should be given on a need oriented basis and follow-up should be conducted on a regular basis (Nair *et al.*, 2012).

These findings, as reported by different researchers, led to the foundation of curiosity to know the efficient functioning of beneficiaries under SGSY scheme in Amaniganj block of Faizabad district of Uttar Pradesh. Hence, a study was conducted to know the constraints in efficient functioning of dairy entrepreneurs under SGSY scheme.

RESEARCH METHODOLOGY

The study was carried out in Amaniganj block of Faizabad district of Uttar Pradesh purposively in the year 2013. The Amanganj block was selected because it was nearer to N.D.U.A. and T., Kumarganj, to know the constraints in efficient functioning of dairy entrepreneurs under Swarna Jayanti Gram Swarozgar Yojana (SGSY). A sample of one hundred farmers were selected randomly from the list of 5 purposely selected villages *i.e.*, Raipatti, Manjhanpur, Manudeeh, Satemau and Taldholi. The relevant variables were selected after reviewing the literatures available and the works done in the field prior to the present investigation. A well structured and pretested interview schedule was used for data collection through personal interview method. The data was analyzed by using percentage, mean and standard deviation.

RESULTS AND DISCUSSION

The findings and inferences of the study based on the selected variables were analyzed using percentage, mean and standard deviation and have been discussed under the following heads:

The Table 1 reveals that out of eleventh constrains in dairy enterprise about adoption categories, the constraints like ‘Inconvenienced prevailing bank officials’ (3.07) got ranked first followed by ‘Lack of proper guidance and supervision by officials’ (2.86) was ranked of second and ‘Lack of communication between beneficiaries and officials’ (2.63) was ranked at third, IVth rank to poor financial condition (2.57), V rank to co-operation lacks among SGSY members of dairy enterprise (2.55), VI rank to sound rural leadership is already found (2.54) VII rank to lack of proper information about programme (2.51), VIII rank to lack of training to the social members of rural society (2.42), IX rank to Lack in active participation (2.22), X rank to Illiteracy of beneficiaries (2.18) and XI rank to chances of dishonesty regarding handling of money (1.93), respectively.

The suggestive measures as stated by the dairy entrepreneurs to overcome the constraints in dairy enterprise can be placed in a descending order *viz.*, government must provide marketing facilities at village level for selling the milk and milk products Ist (92) followed by monthly training facilities must be provided to its beneficiaries for marking value added milk products IInd (87), credit should be provided for the beneficiaries with lower interests and recovery of the credit should be according to term loan of beneficiaries IIIrd (65), financial support should be strong for beneficiaries IV (56), cattle shed construction facility should be made available to the members at individual level also V (48), extension personnels should create interests in beneficiaries for active participation VI (43) and government should provide award every year to selected good self-help groups for persuasion of the beneficiaries VII (31), respectively (Table 2).

Table 1 : Constraints faced by the beneficiaries about enterprises they adopted under SGSY

Sr. No.	Constraints	Total score	Mean score value	Rank order
1.	Co-operation lacks among SGSY members of dairy enterprise.	255	2.55	V
2.	Lack in active participation.	222	2.22	IX
3.	Lack of proper guidance and supervision by officials.	286	2.86	II
4.	Lack of communication between beneficiaries and officials.	263	2.63	III
5.	Poor financial condition.	257	2.57	IV
6.	Inconvenienced prevailing bank officials.	307	3.07	I
7.	Sound rural leadership is already found.	254	2.54	VI
8.	Lack of training to the social members of rural society.	242	2.42	VIII
9.	Lack of proper information about programme.	251	2.51	VII
10.	Illiteracy of beneficiaries.	218	2.18	X
11.	Chances of dishonesty regarding handling of money.	193	1.93	XI

Table 2 : Suggestive measures to overcome the constraints faced by the dairy entrepreneurs

S. No.	Suggestive measures	Total score	Rank order
1.	Extension personnels should create interests in beneficiaries for active participation.	43	VI
2.	Government must provide marketing facilities at village level for selling the milk and milk products.	92	I
3.	Cattle shed construction facility should be made available to the members at individual level also.	48	V
4.	Financial support should be strong for beneficiaries.	56	IV
5.	Monthly training facilities must be provided to its beneficiaries for marking value added milk products.	87	II
6.	Credit should be provided for the beneficiaries with the lower interests and recovery of the credit should be according to term loan of beneficiaries.	65	III
7.	Government should provide award every year to selected good beneficiaries for persuasion of the beneficiaries.	31	VII

Conclusion :

On the basis of the above observation, it may be concluded that communication gap exists between swarozgari and extension functionaries who can be filled by developing capabilities by providing training support to them. In consideration of the problems faced by dairy entrepreneur it may be say that there is an argent need of marketing facility at grass root level by which beneficiaries can get remunerative prices of their milk and its products.

LITERATURE CITED

- Ali, J. (2011).** Government initiative for promoting micro-enterprises in rural India: a case of SGSY in Uttarpradesh. *J. Rural Develop.*, **30** (3): 321-329.
- Nair, C.N., Lalitha, K.C. and Surendra, H.S. (2012).** A study on socio-economic characteristic of 'kudumbashree' programme. *Mysore J. agril. Sci.*, **46** : 3 : 639-646.
- Saxena, D. (1996).** Entrepreneurship behaviour of milk products in women dairy cooperatives. M.Sc. Thesis, IVRI, Izatnagar, Bareilly, U.P. (INDIA).
- Sharma, C., Upadhyay, R. and Solanki, D. (2011).** Benefits gained by women beneficiaries of Swarnjayanti Gram Swarozgar Yojana. *J. Adv. Develop. Res.*, **1** (2): 335-339.
- Singh, A., Singh, N. and Sikha, B.K. (2010).** Maketing practices of livestock products by SHG in Burdn district of West Bengal. *Pantnagar J. Res.*, **8** (1) : 89-96.

7th
Year
★★★★★ of Excellence ★★★★★