

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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## BACKGROUND AND OBJECTIVES

Dairy farming is an integral part of rural agricultural economy. Today, the fact that dairying is a women's domain has been well accepted. Farm women play an important role in performing agricultural and dairy husbandry practice and share the responsibility of generating family income. The responsibilities of all sorts of activities involved in animal husbandry occupation are shouldered by the farm women. She performs active role in the activities such as grazing of animals, milking, managing

fodder and feeds from distant places, looking after sick animals, calf feeding, preparation of various dairy products and marketing etc. Therefore, it has been considered worthwhile to get a clear picture and understanding about decision-making pattern farm women, with respect to dairy farming practices. The present study has been conducted to study the decision making pattern of women in dairy planning practices and to find factors associated with decision-making pattern in dairy farming. Farm women is an integral part of the human Society. Women contribute one third labour force

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required for farming operations and allied enterprises. They have been playing significant role in home, farm and allied activities.

## RESOURCES AND METHODS

The study was conducted in purposively selected Vasudhara Dairy of Navsari District, Dhudhdhara Dairy in Bharuch District and Choryasi Dairy of Surat District. 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 data were analyzed by using appropriate statistical technique (Gautam, 2000).

## OBSERVATIONS AND ANALYSIS

On the basis of findings, the results have been presented in the following sub-sections.

### Decision-making pattern of dairy farm women in dairy farming practices :

#### Breeding practices :

Table 1 reveals that majority of the respondents (46.67%) had high level of participation in decision-making followed by 31.11 per cent respondents were in medium category of decision making. Only 22.22 per cent respondents were in low category of decision-making in breeding practice.

**Table 1 : Distribution of respondents according to their participation in decision-making pattern in dairy farming practices (n=180)**

| Sr. No. | Dairy farming practices | Decision-making pattern | No. | Percentage |
|---------|-------------------------|-------------------------|-----|------------|
| 1.      | Breeding practices      | Low                     | 40  | 22.22      |
|         |                         | Medium                  | 56  | 31.11      |
|         |                         | High                    | 84  | 46.67      |
| 2.      | Feeding practices       | Low                     | 34  | 18.88      |
|         |                         | Medium                  | 76  | 42.22      |
|         |                         | High                    | 70  | 38.89      |
| 3.      | Health care practices   | Low                     | 35  | 19.44      |
|         |                         | Medium                  | 72  | 40.00      |
|         |                         | High                    | 73  | 40.56      |
| 4.      | Management practices    | Low                     | 25  | 13.89      |
|         |                         | Medium                  | 92  | 51.11      |
|         |                         | High                    | 63  | 35.00      |
| 5.      | Marketing               | Low                     | 48  | 26.67      |
|         |                         | Medium                  | 87  | 48.33      |
|         |                         | High                    | 45  | 25.00      |

#### Feeding practices :

It is observed from Table 1 that majority of the respondents (42.22%) had medium level of participation in decision making followed by 38.89 per cent respondents were in high category of decision-making and only 18.88 per cent respondents were in low category of decision-making in feeding practices.

#### Health care practices :

It is clear from the data presented in Table 1 that majority of the respondents (40.56%) had high level of participation in decision-making, followed by 40.00 per cent respondents were in medium category of decision-making and 19.44 per cent respondents were in low category of decision-making in healthcare practices.

#### Management practices :

Table 1 depicts that majority of the respondents (51.11%) had medium level of participation in decision-making, 35.00 per cent had high level of decision-making and 13.89 per cent respondents had low level of participation in decision-making regarding management practices. Kaur *et al.* (1988) and (2008) reported the same trends.

#### Marketing :

Data presented in Table 1 reveal that majority of respondents (48.33%) had medium level of participation in decision-making. Whereas, 26.67 per cent were impending in low category of decision-making. Rests of 25.00 per cent respondents were in high category of decision-making in marketing.

### Factors associated with decision-making pattern of dairy farm women in dairy farming practices :

#### Breeding practices :

Finding indicated that age, caste, land holding, income, milk consumption, milk sale, television viewing, radio listening, training attended were significantly associated with decision-making pattern about breeding practices while education, occupation, herd size, milk production, newspaper reading, dairy related magazines were not associated with the decision-making pattern of the respondents (Table 2). Kaur and Singh (2008) also reported the same.

#### Feeding practices :

Table 2 shows that age, education herd size, occupation, milk production, milk consumption, milk sale, television viewing, radio listening, dairy related magazines, training attended were significantly associated with decision-making pattern of the respondents. Caste, land holding, income, newspaper reading were having no association with decision

Table 2: Factors associated with decision making pattern of dairy from women in dairy farming practices

| Sr. No. | Factors                 | Chi-square |         |            |                      |           |
|---------|-------------------------|------------|---------|------------|----------------------|-----------|
|         |                         | Breeding   | Feeding | Healthcare | Management practices | Marketing |
| 1.      | Age                     | 13.68**    | 17.38** | 11.42*     | 13.12*               | 12.80**   |
| 2.      | Caste                   | 28.32**    | 7.52 NS | 8.98 NS    | 4.92 NS              | 7.00 NS   |
| 3.      | Education               | 4.98 NS    | 25.13** | 15.45 NS   | 15.82**              | 24.18**   |
| 4.      | Occupation              | 3.25 NS    | 27.08** | 6.90 NS    | 5.63 NS              | 15.69*    |
| 5.      | Land holding            | 18.12*     | 5.47 NS | 8.05 NS    | 7.90 NS              | 44.86**   |
| 6.      | Herd size               | 0.35 NS    | 23.52** | 13.76*     | 21.42**              | 5.05 NS   |
| 7.      | Income                  | 16.52**    | 5.12 NS | 37.72**    | 38.04**              | 20.32**   |
| 8.      | Milk production         | 2.09 NS    | 34.12** | 4.12 NS    | 34.45**              | 38.12**   |
| 9.      | Milk consumption        | 17.43**    | 28.03** | 44.10**    | 20.12**              | 34.93**   |
| 10.     | Milk sale               | 26.48**    | 13.52** | 40.44**    | 10.18*               | 4.10 NS   |
| 11.     | Mass media exposure     |            |         |            |                      |           |
| (a)     | Television              | 14.68**    | 15.58** | 4.50 NS    | 13.12*               | 44.21**   |
| (b)     | Radio                   | 23.52**    | 20.42** | 4.25 NS    | 21.52**              | 23.47**   |
| (c)     | Newspaper               | 3.15 NS    | 5.55 NS | 3.98 NS    | 7.57 NS              | 45.76**   |
| (d)     | Dairy related magazines | 4.16 NS    | 8.76**  | 14.90**    | 11.68*               | 41.36**   |
| 12.     | Training attended       | 4.68*      | 4.05**  | 18.52**    | 4.23 NS              | 9.06**    |

NS=Non-significant, \* and \*\* indicate significance of values at P=0.05 and 0.01, respectively

-making in feeding practices. Chauhan (2007) reported the same results.

#### Health care practices :

Data presented in Table 2 show that in 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. Caste, education, occupation, land holding, milk production, television viewing, radio listening, newspaper reading were not associated with decision-making pattern of the respondents. Munjal (1989) also reported the same.

#### Management practices :

Table 2 reveals that 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. While caste, occupation, land holding, newspaper reading, training attended were having no association with decision-making pattern in management practices. Chauhan and Chauhan (2007) and (2009) also reported the same.

#### Marketing :

It is clear from the data presented in Table 2 that 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. Caste, herd size, milk sale were having no association with decision-making pattern of respondents in marketing. Chauhan and Chauhan (2007) and (2009) also reported the same.

#### Conclusion :

Thus, it can be concluded that the farm women had high involvement in decision-making in these segments that 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. Hence, training of farm women regarding prompt, quick and thorough decision making is a need of the time for overall dairy development. Empowerment of the farm women in decision making is a current need of the time in an agrarian country like, India.

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