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### Socio-economic profile of entrepreneurial behaviour of dairy farmers in eastern plain zone of Uttar Pradesh

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#### Abstract

The present study was conducted by research scholar of Department of Veterinary & Animal Husbandry Extension Education, ANDUAT, Kumarganj, and Ayodhya in the eastern plain zone of Uttar Pradesh. The present study has been conducted in purposively selected Ayodhya district of Uttar Pradesh to understand the Entrepreneurial behaviour of dairy farmers. A total of 120 dairy farmers were selected randomly from 12 villages of 4 blocks. A village-wise list of dairy farmers was prepared and from that list, ten dairy farmers were selected randomly from each village. The quantitative and qualitative data were collected through interview schedule, discussion, observation and available secondary sources. The study revealed that majority (55.83%) of the dairy farmers belonged to medium age group, middle school level of education status, small size of family, nuclear family system, Agriculture and dairy farming in dairy occupation, not participated in training, medium level of mass media utilization, marginal land holding, medium milk producers, medium size of herd, annual gross income ranged were less than 95379 and medium entrepreneurial behaviour. Socioeconomic profiles like age, education, family size, family type and more social participation compression to other socioeconomic status have good Entrepreneurial behaviour in our research area.

**Keywords:** Socio-economic profile, dairy farmers, entrepreneurial behaviour

#### Introduction

India is one of the most populated countries in the world. Poverty and unemployment are the major problems of rural India. Human resource is one of the most strategic and critical determinants of growth. It is the contribution of people with entrepreneurial urge that makes a nation to march ahead in the process of development. Livestock sector plays an important role in Indian economy and is an important subsector of Indian agriculture. Dairying has emerged as an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generating opportunities, especially for landless, marginal and small farmers. Entrepreneurship is directly related to the socio-economic development of the society (Porchezhiyan *et al.* 2016) <sup>[14]</sup>. Today dairy farming needs to be sustainable

and profitable, and it needs to be able to effectively generate income and self-employment through entrepreneurship. India now ranks second in the world for milk production after gradually increasing over the past 25 years. Entrepreneurs are crucial to the growth of the economy in society. They are regarded as valuable assets and human resources with a lot of potential that must be carefully unlocked in order to produce successful outcomes. Entrepreneurs share characteristics like single-mindedness, drive, ambition, creativity, problem-solving, pragmatism, and goal-orientation. Personal characteristics of an agribusiness owner have a big impact on the agribusiness. Uttar Pradesh is a state with more agricultural orientation and majority of the farmers are engaged in dairying. Dairying provides the main source of income next to agriculture in rural areas. The future dairy industry lies in

promoting with maximum participation of dairy entrepreneurs. Thus, entrepreneurial development if one of the ways to make rural people more competent in dairying. Entrepreneurship is directly related to the socio-economic development of the society. Dairy to become the most profitable sector, entrepreneurship development is crucial. Following independence, the Indian government made the decision to pursue a course of state-sponsored and planned economic development. The state will help, direct, and regulate individual and group businesses in a variety of ways so that their activities can produce results in the form of economic transformation along the lines the state deems appropriate and desirable. This is not to say that they did not have a role to play. The idea behind it was to encourage people to start small businesses even if they lacked the necessary financial resources or managerial experience.

**Materials and Methods**

The researcher purposefully chose the district because of socio-cultural situation of the research area, which aids in the rapid development of rapport, which is necessary for accurate data collecting. There are 14 blocks in Ayodhya district of Uttar Pradesh was purposively selected for the present study as it had maximum milch bovine population, out of which 4 blocks i.e. Haringtonganj, Milkipur, Sohawal, Masodha were selected randomly by random sampling method. For the purpose of the study, three villages from each randomly selected block were randomly selected with lottery method by preparing the list of the village where sufficient number of dairy farmers was engaged in the Entrepreneurial activity sale of milk and milk product. The data were collected through personally interviewing the respondents with the help of interview schedule with respect of the objectives of the study. The collected data were scored, tabulated and analyzed by using frequency, percentage, mean and standard deviation.

**Results and Discussion**

The finding regarding socio-economic variables revealed that half of respondents belonged to middle age group (46.67%) followed by young age (19.17%) while 34.16% were of old age. This may be due to the fact that livestock management need extensive and routine management like care of livestock, collection of fodder etc., which require young and energetic age group of dairy farmers. it was also revealed that majority of respondents dairy farmers 28.33% were educated middle to graduate (5.83%), having medium size family (52.50%). 48.33 percent of dairy farmers are active in both dairy farming and agriculture, 38.33 percent are involved in dairy farming + agriculture and services, and 13.33 percent are involved in dairy farming + agriculture, business, and dairy, respectively, in the study area, similar to the Parashari and Khan (2015) [9]. Main occupation (48.33%), and 84.17 percent of respondents belonged to marginal category of land holding, 62.5 percent belonged to nuclear family. Similar to the Gulkari *et al.* (2014) [3]. Majority of dairy farmers, or 45.00%, belonged to the other back-word caste that was underserved by the schedule caste, which accounted for 24.17% and 22.50% of the total dairy farmers, respectively. Similar to the Khan *et al.* (2014) [5]. 55 percent belonged to medium category experience in dairy farming practices,41.67 percent medium category of dairy farmers related to milk production and 42.50 percent related to milk sale and 57.50 percent low category related to milk consumption, 44.17 percent dairy farmers belonged to medium category of herd size,49.17 percent respondents belonged to medium mass media exposure,72.50 percent respondents belonged to medium personal localite, 67.50 percent respondents belonged to medium personal cosmopolite,58.33 percent of respondents belonged to low category of annual income,84.17 percent respondents did not take training. (Table- 1)

**Table 1: Socio-economic variables of entrepreneurial dairy farmers n= 120**

S. No.	Variable	Category	Frequency	Percentage
1.	Age	Young (25-35)	23	19.17
		Middle (36-50)	56	46.67
		Old (Above 50)	41	34.16
2.	Caste	General	27	22.50
		OBC	54	45.00
		SC	29	24.17
		ST	10	8.33
3.	Religion	Hindu	87	72.5
		Muslim	33	27.5
4.	Family type	Nuclear	75	62.5
		joint	45	37.5
5.	Family size	Small(<7.9)	33	27.50
		Medium(7.9-8.6)	63	52.50
		Large(>8.6)	24	20.00
6.	Education	Illiterate (1)	10	8.33
		Functionally illiterate (2)	8	6.67
		Primary (3)	26	21.67
		Secondary (5)	34	28.33
		Higher secondary (6)	24	20.00
		Higher secondary (6)	11	9.17
7.	Occupation	Agriculture +Business+ Dairy farming	16	13.33
		Agriculture + Services + Dairy farming	46	38.33
		Agriculture + Dairy farming	58	48.33

8.	Land holding	Landless (0)	0	0.00
		Marginal (Up to 1)	101	84.17
		Small (1.5 to 2)	17	14.17
		Semi medium (2 to 3)	2	1.67
		Medium (3 to 4)	0	0.00
		Large (above 4)	0	0.00
9.	Experience	Low (<5)	38	31.67
		Medium (5.0-5.25)	66	55.00
		High (>5.25)	16	13.33
10.	Total milk production	Low (<8.3)	44	36.67
		Medium (8.3-9.5)	50	41.67
		High (>9.5)	26	21.67
11.	Milk sale	Low (<5.6)	49	40.83
		Medium (5.6-6.3)	51	42.50
		High (>6.3)	20	16.67
12.	Milk consumption	Low (<2.7)	69	57.50
		Medium (2.7-3.0)	28	23.33
		High (>3.0)	23	19.17
13.	Herd size	Low (<6.5)	45	37.50
		Medium (6.5-7.0)	53	44.17
		High (>7.0)	22	18.33
14.	Mass media exposure	Low (<9.3)	29	24.17
		Medium (9.3-9.6)	59	49.17
		High (>9.6)	32	26.67
	Personal localite	Low (<7.4)	11	9.17
		Medium (7.4-7.6)	87	72.50
		High (>7.6)	22	18.33
	Personal cosmopolite	Low (<6.8)	7	5.83
		Medium (6.5-7.01)	81	67.50
		High (>7.01)	32	26.67
15.	Annual Income	Low (<95379)	70	58.33
		Medium(95379-106872)	17	14.17
		High (>106872)	33	27.50
16.	Training received	Training received	19	15.83
		Training not received	101	84.17

### Conclusion

Majority of the respondents 46.67 percent were belonging to middle age category followed by old age (23.75%) and young age (20.00%) respectively in dairy entrepreneur. 48.33 percent of dairy farmers are active in both dairy farming and agriculture, 38.33 percent are involved in dairy farming + agriculture and services, and 13.33 percent are involved in dairy farming + agriculture, business, and dairy, respectively, in the study area. The research also showed that dairy farmers wanted to succeed as dairy entrepreneurs and reach their goals. However, their decision-making skills with regard to dairy activities and the planning and sale of milk, khoa, and paneer were hampered by their poor level of education, precarious financial situation, and lack of training. According to the research, the majority of dairy farmers work in the dairy industry, but they continue to manage their animals according to the traditional methods in terms of feeding, breeding, and health care and management. The research also came to the conclusion that the lack of scientific dairy management expertise is in research area.

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### Conflict of Interest

None of conflict

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