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Constraints faced by dairy farmers in adoption of entrepreneurial behaviours in Ayodhya district of Uttar Pradesh

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Abstract

In the present scenario, entrepreneurship development in dairy sector is a key driver for promoting and sustaining the momentum of growth and providing employment. Hence, the present study was 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 namely Haringtonganj, Milkipur, Sohawal and Masodha. 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. Lack of knowledge about balance ration related constraints ranked I which has been perceived as major constraint by majority of dairy farmers in the research area followed by less knowledge about vaccination against contagious disease as rank II followed by high price of insurance facilities of dairy as rank III.

Keywords: Adoption, Constraints, Dairy Farmers, Entrepreneurial behaviours

Introduction

Today's dairy farming needs to be sustainable and profitable, and it needs to be able to effectively generate income and self-employment through entrepreneurship. Over the past one decade, India ranks first in the world for milk production. Entrepreneurs are crucial to the growth of the economy in the 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. Entrepreneurship is one of the essential components of the milk production process that can generously fuel the extraordinary economic expansion of the agricultural sector.

Economic growth occurs when a society values achievement, embraces and supports entrepreneurial behaviour, and has a large population of "competent, resourceful, and enterprising" individuals. The purpose of the current study was to evaluate the level of entrepreneurial behaviour among dairy farmers in Uttar Pradesh, taking into

account the significance of dairy farming in India and the need for entrepreneurship development in this industry. Also established was the link between individual characteristics and the entrepreneurial behaviour of Uttar Pradesh dairy farmers. According to 20th Livestock census (2019), there was an increase of 7.81% in buffalo and decrease in cattle population by 3.93% over the previous 2012 census in Uttar Pradesh. This study was focused on constraints faced by dairy farmers in adoption of entrepreneurial behaviour in Ayodhya district of Uttar Pradesh, India

Materials and Methods

The researcher purposefully choose the district for constraints faced by dairy farmers in improved animal husbandry practices of the research area, which aids in the rapid development of rapport, which is necessary for accurate data collecting by the interview schedule. There are 14 blocks in Ayodhya district, out of which 4 blocks, i.e., Haringtonganj, Milkipur, Sohawal, and Masodha were selected randomly by random sampling method. For the purpose of the study, three villages from each randomly selected block were selected with lottery method by

preparing the list of the village where sufficient numbers of dairy farmers were engaged in the entrepreneurial activity, sale of milk and milk product. Total twelve villages & four blocks were selected for this research work in year 2022. The data were collected through personal 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

According to the data in Table 1, the most significant constraint faced by dairy producers was lack of knowledge about balance ration, which ranked first with a mean score of 2.78. However, less knowledge about vaccination against contagious disease with mean score of 2.69 ranked second. High price of insurance facilities of dairy farmers was ranked third with a mean score of 2.54. It also covered inadequate bank finance to purchase milch animal, difficult loan procedure, high investment and high cost of veterinary medicines. Low economic gains with mean score of 2.43 ranked fourth. This might be due to high prices of concentrate followed by lack of green fodder due to a lack of information about feed products by the government or any feed companies. Less knowledge about mineral mixture was rated fifth with a mean score of 2.27. Greater cost of

concentrates in market with mean score 2.25 ranked sixth, which may be due to lack of sources because more than half were medium level dairy farmers. Lack of organized milk market with mean score of 2.20 ranked seventh. No availability of sufficient green pasture lands for grazing of animals with mean score of 1.98 ranked eight due to more than half number of dairy farmers were medium level. Insufficient knowledge about cleaning of cattle sheds with mean score of 1.75 ranked ninth. Less knowledge about proper/scientific feeding of dairy animals in research area with mean score of 1.72 ranked tenth. This may be due to less knowledge about hay and silage preparation, insufficient money and absence of credit facility. Poor milk productivity of dairy animals, less awareness about clean milk production and irregular supply of electricity had mean scores of 1.50, 1.45, 1.39 ranked 11th, 12th and 13th, respectively, and were attributed to poor milk productivity, poor marketing facilities, and limitations in the adoption of milking techniques. Lack of availability of dairy equipments with mean score of 1.38 ranked 14th. This is may be due to more than 50% dairy farmers had low income. Lack of veterinary services in the study area with mean score of 1.25 ranked 15th. It may be due to the fact that in villages sufficient space was available behind and in front of the home for rearing the cattle.

Table 1: Constraints faced by dairy farmers in Ayodhya district of UP (n=120)

S. No.	Constraints faced by dairy farmers	Mean	Rank
1	Less knowledge about proper/scientific feeding of dairy animals in research area	1.72	X
2	Non-availability of sufficient green pasture lands for grazing of animals	1.98	VIII
3	Less knowledge about mineral mixture	2.27	V
4	Greater cost of concentrates in market	2.25	VI
5	Lack of veterinary services in the study area	1.25	XV
6	Lack of availability of dairy equipments	1.38	XIV
7	Lack of organized milk market	2.20	VII
8	Less awareness about clean milk production	1.45	XII
9	Poor milk productivity of dairy animals	1.50	XI
10	Irregular supply of electricity	1.39	XIII
11	Lack of knowledge about balance ration	2.78	I
12	Insufficient knowledge about cleaning of cattle sheds	1.75	IX
13	High price of insurance facilities of dairy farmers	2.54	III
14	Less knowledge about vaccination against contagious disease	2.69	II
15	Low economic gains	2.43	IV

Conclusion

The study came to the conclusion that, when compared to technical and other infrastructure constraints, dairy producers regarded poor economic conditions as the most critical ones. The achievement of goals, the capacity for making decisions and a willingness to take risks, as well as the overall management of a dairy farm using cutting-edge technology, were all negatively impacted by financial constraints.

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Conflict of Interest

There is no conflict of interest among authors.

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