



ECONOMICAL ANALYSIS OF ENTREPRENEURS DAIRY FARMING IN THENI DISTRICT OF TAMILNADU

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Abstract

In India, dairy business plays a significant role in the form of employment, income generation, economical contribution and export opportunities. The rural people strongly believe in employment and income from dairy business. All over the world Indian dairy sector is in front of dairy production but entire production cannot meet local demands. In this connection dairy business have more opportunities to start an entrepreneurial activity and it helps to improve the employment and constant income earning in dairying. Dairy farming can also be taken as entrepreneurial activity on commercial basis as a main occupation around urban centres, wherein the demand for milk is high. A study was conducted in Theni district of Tamil Nadu to know the level of entrepreneurial behaviour of dairy cattle farmers. The data were collected from various entrepreneurs to interpret thorough descriptive analysis and factor analysis. A total of 100 respondents comprising 33 small, 55 medium and 12 large dairy farmers was selected by proportionate random sampling technique. The results revealed that the majority of the dairy farmers possessed medium entrepreneurial behaviour. The moderate level of traits of entrepreneurial behaviour was possessed by the respondents. Feedback usage, manageability, knowledge ability and attributes of entrepreneurial behaviour were found as most important attributes of entrepreneurial behaviour. Entrepreneurial behaviour was positively and significantly related with education, social participation, annual income, mass media exposure, communication behaviour and economic motivation. The dairy entrepreneurs are ready to invest in secured mode with the support from bank loans, supportive income of family from dairy business, employment and known business for encouraging dairy activity.

Keywords: GDP, DPP, RDEF, SHG, NSSO and DED.

Introduction

In recent years, Indian agriculture has been characterized by shrinking farm size, increasing number of operational holdings, high degree of fragmentation and declining contribution to Gross Domestic Product (GDP). The absolute number of people depends on agriculture for jobs and income is increasing, owing to low absorptive capacity of labour in industry. It has been pointed out that there is a strong need to concentrate on enterprise like animal husbandry, which is considered to be quite compatible with the prevalent farming system to form an economically viable mode of production system. In India, the dairy sector is important for various reasons. Among these, complementarily with agriculture and a capacity to enrich the protein diet of the vegetarian population is well documented. A contribution which is not well recognized is its role in balancing the rural inequity. In India, small and marginal farmers accounting for 77 percent of total holdings cultivate in only 33 percent of operated area and it accounts for around 57 percent of female cattle and 43 percent of female buffaloes in the country.

In recent decades, the dairy sector has emerged as an important source of rural employment and income in the country. Income from dairying contributes nearly one third of the rural households' gross income. Dairy development in India has several distinct characters which are unique to its economic socio-cultural and demographic characteristics. Unlike in other advanced countries, milk in India is produced by millions of poor families (20 percent of milk producers have no land, 66 percent have land but they are small and marginal farmers with landholding of a couple of hectares) who maintain one or two heads of cattle's or buffaloes with a daily average production of 2 or 4 liters of milk per family to earn a living out of it and they are raised on mixed farming system. Thus, there is a close link between the dairy development and the overall agricultural development in the country. Animals in rural areas are not raised purely for milk alone but for multiple purposes, as they provide raw material such as hide, skin, bones etc. for commercial and industrial usage. Milk sale of animals contributes over 50 percent of the small farm family income in agriculture that increases to about 74 to 75 percent in case of drought or crop failure.

The knowledge of various inputs and their productivity is considerable importance to dairying farming for making desirable adjustments at the farm level in order to maximize profits. Various studies conducted pertaining to dairy development in different parts of the country bear witness to its immense utility. But most of these studies concentrate on analyzing the resources used for efficiency of dairy farms and very few have analyzed the profitability of dairy farms. In this context, the present study has been planned to estimate different entrepreneurs in milk production of dairy enterprises in Theni district area.

Objectives of The Study

- To evaluate the socio-economic Outline of micro scale dairy entrepreneur.
- To identify the most influencing factors in dairy business.



- To find out the problems faced by dairy
- To create infrastructure for Dairy Products Park (DPP)
- To develop herbal, probiotic and functional dairy products
- To develop active packing system for indigenous dairy products
- To impart training on dairy plant operations for school dropouts, unemployed entrepreneurs
- To help entrepreneurs to scale up the product development unit
- To provide training to the farmers of Cauvery delta region on hygienic producing and handling of milk
- To impart training to the school dropouts who are working as pre-processors / processors in the dairy plants of Cauvery delta region

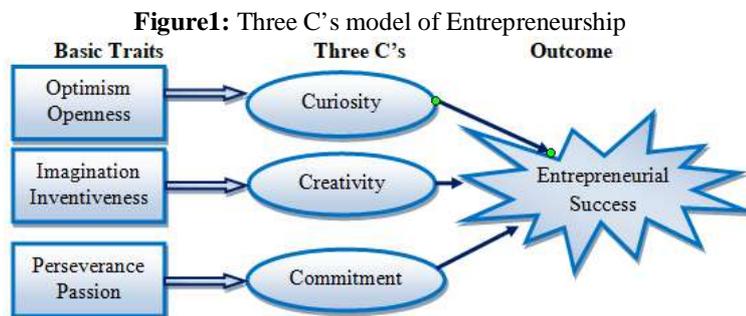
Methodology

The present study has been undertaken with the objective of analyzing the costs and returns in milk entrepreneur system in the selected rural dairy farms in Theni district. Theni district is purposively selected for the present study mainly because of the fact that it is one of the forefront districts in cattle population in Tamil Nadu. In Theni district, Dharmathupatti village is purposively selected since all the households in the village are practicing dairy farm either as a subsidiary or main occupation. The universe of the study consists of all farming households practicing dairy farming either as main or subsidiary occupation in Dharmathupatti village in Theni district. From the sampling frame of these farm households, a random sample of 100 households is drawn using systematic random sampling method. The required information pertaining to the study is compiled by administering an interview schedule with the selected farm households.

Entrepreneurship

Entrepreneurship is ubiquitous and is reflected in all the major dimensions of civilization viz. social, political and economic. It involves creativity that is consistent with the healthy edge required to change the basis of competition. Entrepreneurship is a creative human act involving the mobilization of resources from one level of productive use to a higher level of use. "It is the process by which the individual pursues opportunities without regard to resources currently controlled." Entrepreneurship involves a willingness to take responsibility, ability to put mind to a task and see it through from inception to completion. Another ingredient of entrepreneurship is sensing opportunities, while others see chaos, contradiction, and confusion. This is the practice of starting new organizations or revitalizing mature organizations, particularly new businesses generally in response to identified opportunities.

The scope of entrepreneurship development in country like India is tremendous. There is widespread concern that the acceleration in GDP growth in the post reforms period has not been accompanied by a commensurate expansion in employment. Results of the 57th round of the National Sample Survey Organization (NSSO) show that unemployment figures in 2010-12 were as high as 8.9 million. Incidentally, one million more Indian joined the rank of the unemployed between the years 2010-12. The rising unemployment rate 9.2% in 2020 in India resulted in growing frustration among the youth. In addition, there is always problem of underemployment. As a result, increasing the entrepreneurial activities in the country is the only solace. Incidentally, both the reports prepared by Planning Commission to generate employment opportunities for 10 to 20 crore people over the next ten years have strongly recommended self-employment as a way-out for teaming unemployed youth. The three C's model of entrepreneurship is shown in the following figure 1:



Entrepreneurial Competences and Behaviours

Competencies are the ability to perform specific tasks that are underlying knowledge, skills, abilities, personality traits, and result in effective task fulfillment. These are context-bound, subject to change, connected to activities and tasks and interrelated. Improving competencies can be a way to improve entrepreneurial success. For entrepreneurs working in the primary dairy sector, the entrepreneurial competencies strategic, opportunity competencies, information-seeking competencies and relationship competencies particularly are related to entrepreneurial success.



Strategic competencies are related to setting, evaluating and implementing the strategies of the enterprise. Such competencies refer to strategic management to involve the defining of a farm’s mission, transferring this mission into objectives, after conducting an internal and external analysis, formulating a strategy to achieve these objectives and implementing and evaluating the strategy. Social-communicative skills and normative-cultural competencies are vital, if persons wish to innovate and change. Relationship competencies are an essential part and a prerequisite for the other entrepreneurial competencies. Five key instructions will help to invent a product and grow a dairy business:

- Be inventive and resourceful
- Understand your limitations
- Communication is Key
- Be friendly
- Be community minded

Relative contribution of entrepreneurial behavioral components among the three categories of dairy women farmers is shown in Table 1.

Table 1. Ranking of Components and their Relative Contribution to Dairy Women Entrepreneurs

S. No.	Items	Categories of Dairy Women Farmers					
		Small		Medium		Large	
		%	Rank	%	Rank	%	Rank
1	Self confidence	74.0	III	77.5	III	85.0	I
2	Decision making ability	74.5	II	78.0	II	82.8	II
3	Achievement motivation	75.5	I	80.5	I	70.0	VII
4	Knowledge of the enterprise	71.0	V	73.0	V	81.5	III
5	Information seeking behavior	71.5	IV	74.0	IV	78.5	IV
6	Innovativeness	64.5	VII	65.8	VII	74.8	VI
7	Risk taking ability	60.0	VIII	62.0	VIII	78.0	V
8	Scientific orientation	65.0	VI	66.5	VI	63.0	VIII

Source: Dairy Livestock Research of Rural Development

Achievement motivation is the desire or need to excel in reaching a certain goal. Naturally, the farmers with 1-2 milch cattle and a small land holding will have the desire to extend their farm and to increase their economic levels. It might be the reason for the achievement motivation being occupied first position out of eight components. Farmers with good rational decision-making ability naturally possess more self-confidence, but it appears that limited income and resources of small and medium farmers might be acting as a limiting factor keeping the self confidence in the 3rd position.

Low level of literacy, limited participation in social activities and moreover, lack of awareness about different information sources availability and their utilization, small herd size and limited financial status might have constrained as such showing the positions of information seeking behavior (IV), scientific orientation (VI) and innovativeness (VII). Small and medium category farmers could not venture to take risks for the fear of incurring losses in their enterprise and it might be the reason for the component 'risk taking ability' to be in the last position of its relative contribution towards entrepreneurial behavior.

Among the category of large dairy women farmers, self-confidence (I) is contributing most towards their entrepreneurial behavior and it is the reason being that they were with good herd size, land holding and income as well as they naturally have resourcefulness in carrying out any activity with much self-confidence. Decision making ability is at 2nd position, as the large dairy farmers by virtue of their large size units and sound financial position could venture and act immediately by taking quick decisions. Education coupled with experience participation in social activities and contact with external sources of information might have made them knowledgeable in dairy enterprise. It greatly contributed to their entrepreneurial behavior. Large dairy women farmers could venture to take risks and can withstand uncertainties of risks taken as compared to small and medium categories of dairywomen farmers. These dairy women farmers might have developed passive attitude towards the technology generated due to dissatisfaction with the technologies adopted earlier with the result being the attributes of innovativeness and scientific orientation (VI and VIII positions) contributing little towards their entrepreneurial behavior.



Entrepreneurs Training Programme

Due to external and internal changes in dairy farming, entrepreneurial competencies are becoming increasingly important for dairy farmers. Investigating the possibility to improve these competencies by means of a training program is the main topic of the reported research. To improve entrepreneurial competencies, a training program was designed and executed. The influence of this training program on farm characteristics and entrepreneurial competencies was investigated by doing a case-control study. The competencies of participating farmers in both groups were measured by means of a questionnaire at the start and at the end of the study. This work indicates that the usage of the concept of competencies can give insight into entrepreneurial behaviour of dairy farmers and provide means to evaluate an intervention program aimed at the development of a strategic plan by entrepreneurs. The described research method is a good way to identify a possible effect of an intervention. It also shows that entrepreneurial competencies have a positive relation with the farm size of dairy farmers in India. On average, all participants benefited from the program, irrespective of farmer and farm characteristics or the level of competencies at the start of the program.

The present study has been conducted in Theni district, Tamilnadu State with sample size of 100 dairy farmers to measure their entrepreneurial behaviour. Nine components of entrepreneurial behaviour of dairy farmers namely, innovativeness, achievement motivation, decision making ability, risk orientation, coordinating ability, planning ability, information seeking behaviour, cosmopolitanism and self-confidence are selected based on relevancy weightage and scale value.

The Regional Dairy Entrepreneurs Training Facility (RDEF) has imparted knowledge to the dairy farmers on scientific dairy cattle rearing to improve the health and productivity of the animals, clean and quality milk production thereby improving the economic and livelihood security of the rural dairy farmers. Various skill development training programmes are regularly provided to school dropouts / rural youth / farmers / milkmen / SHG members. The farmers are provided with the facility of chilling, processing, storage, and market their produce at the proposed park there by reducing the risk of spoilage and ensuring premium price. Entrepreneurs will also be encouraged to venture into large scale production of traditional dairy products. This programme consists of three modules with the following subjects:

Module 1: Dairy Cattle Nutrition, Forage Production and Conservation

- Devise soil fertilization plans
- Develop a grazing management plan and formulate silage
- Optimize rumen fermentation and prevent metabolic disorders
- Systems for reducing greenhouse gas emissions in dairy cattle nutrition
- Assess and calculate roughage supplies
- Calculate and optimize rations for various Lactation stages of dairy cows
- Calf and young stock feeding and growth targets
- Feeding systems and systems for monitoring feeding management

Module 2: Breeding, Reproduction Management, AI and Pregnancy Diagnosis

- Assessment of dairy cow breeds important in dairy farming, advantages and disadvantages
- Traits of dairy cows
- Judging conformation of cows
- Analysis of breeding bull catalogs
- Designing a breeding plan for commercial dairy farms
- Key performance indicators for the assessment of quality of dairy cow herds/breeding management
- Fertility management on dairy farms
- Heat detection, use of sensors
- Key performance indicators for assessment of fertility levels on dairy farms
- Artificial insemination theory and practice
- Pregnancy diagnosis theory and practice
- Maintaining breeding and fertility records and calculation of key performance indicators

Module 3: Dairy Farm Management, Economics and Housing of Dairy Cattle

- Explanation, what it means to be a manager and entrepreneur
- Criteria for setting up a sustainable dairy farm and obtaining a public license to produce
- Using local and international standards to determine key performance indicators of dairy farms
- Calculate variable, fixed costs, gross margins and farm income
- Maintaining financial records and creating a cash flow forecast
- Calculate a balance sheet and create partial budget



- Make a complete budget for setup of new dairy farm and assess feasibility

We can also learn to calculate gross margin, analyze technical and financial performance, Quality control and develop business plans for new dairy farms. Entrepreneur’s training programmes are conducted under the following topics. These are listed in the Table 2:

Table 2: Training Programme and their Topics

S. No.	Name of the Training Programme	Duration	No. of Training	No. of Registered	No. of Participants
1	Hygienic Handling of Milk	1 Day	20	420	385
2	Microbiological Techniques	1 Day	20	459	492
3	Quality Control in Diary Plant	1 Day	20	388	420
4	Milk Beverages	5 Days	4	240	340
5	Cheese Technology	5 Days	4	162	210
6	Cultured Dairy Products	5 Days	4	168	225
7	Indigenous Milk Products Preparation	5 Days	4	120	180
8	Dairy Plant Operator	30 Days	3	-	-

Training Outcomes

Training is a circular process that begins with needs identification and after a number of steps ends with evaluation of the training activity. Training is a process of acquisition of new skills, attitude and knowledge in the context of preparing to enter into a vocation or improving ones productivity in an organization or enterprise. Effective training requires a clear picture of how the trainees will need to use information after training in place of local practices what they have adopted before in their situation. Importance of training needs to the dairy farmers is progressively realized all over the world. It is observed that dairy farmers play a significant role not only in agriculture but also in the efficient use of animal husbandry practices. Dairy farmers play very important role not only in maintaining their cattle but also managing their farms, depending upon the situational personal and socio-economic characteristics of the family. After completing this programme, the participants will be able to:

- **Efficiently start and manage a Dairy farm:** Dairy Industry, input requirements, Site selection, cattle selection, budget estimation, procurement of inputs, etc.
- **Construct and maintain shed for cattle:** Resource’s availability, shed construction types and maintenance of shed
- **Prepare and give recommended feed and water for livestock:** Feed Nutrients composition and feed requirements
- **Maintain health of livestock along with productivity:** Vaccination of cattle and nutrients requirements,
- **Understand and prepare forage:** Forage types and types of storage
- **Effectively market dairy products like milk, curd, cheese:** Milk products, manufacturing, standards, market value and marketing of the product
- **Ensure safe and clean dairy farm:** Hygiene maintenance

Dairy Entrepreneurship Development Scheme

India has immense potential for entrepreneurship development in terms of diversity of rural occupations. Livestock production is one of the promising sectors of entrepreneurship development in India. Development of entrepreneurship ensures optimal utilization of resources and facilities and value addition to product and services. It also helps in developing capability to cope up with the impact of globalization. There are many factors that influence the entrepreneurial behaviour of human beings. The emergence of entrepreneurs in a society depends upon closely interlinked social, religious, cultural, psychological and economic factors. Understanding the role of these factors is essential for creating an environment which can facilitate the development of entrepreneurial behaviour.

Govt. of India has announced continuation of a scheme named as **Dairy Entrepreneurship Development Scheme (DEDS)**. The scheme has come in to operation with effect from 1 September 2010. The planning commission GOI has approved the continuation of DEDS with an outlay of **Rs.1400.00 crores**. Budget provision for the scheme during the year **2019-20 is Rs.325 crores**. The Department of Animal Husbandry, Dairying & Fisheries (DAHD&F), Ministry of Agriculture, GOI, is the focal department for operating the scheme. The main objectives of the scheme are:

- To promote setting up of modern dairy farms for production of clean milk
- To encourage heifer calf rearing thereby conserve good breeding stock



- To bring structural changes in the unorganized sector so that initial processing of milk can be taken up at the village level itself.
- To bring about up gradation of quality and traditional technology to handle milk on a commercial scale
- To generate self-employment and provide infrastructure mainly for unorganized sector.

National Bank for Agriculture and Rural Development (NABARD)

The department of Animal Husbandry, dairying and fisheries has been implementing Dairy Entrepreneurship Development Scheme (DEDS) for generating self-employment opportunities in the dairy sector, covering activities such as enhancement of milk production, procurement, preservation, transportation, processing and marketing of milk by providing back ended capital subsidy for bankable projects. The scheme is being implemented by National Bank for Agriculture and Rural Development (NABARD)

The National Bank for Agriculture and Rural Development (NABARD) will be the nodal agency for implementation of DEDS scheme in all the states and Union Territories throughout the country. A snapshot on the scheme is as follows.

- Farmers, Individuals, Entrepreneurs and Groups of Unorganized and Organized sector are eligible. Group of organized sectors, includes Self-Help Groups (SHGs) on behalf of their members, Dairy Cooperative Societies and Milk Unions on behalf of their members, Milk federations, Panchayati Raj Institutions (PRIs), etc.
- An applicant is eligible to avail assistance for all components under the scheme but only once for each component
- More than one member of a family could be assisted under the scheme provided and they can set up separate units with separate infrastructure at different locations

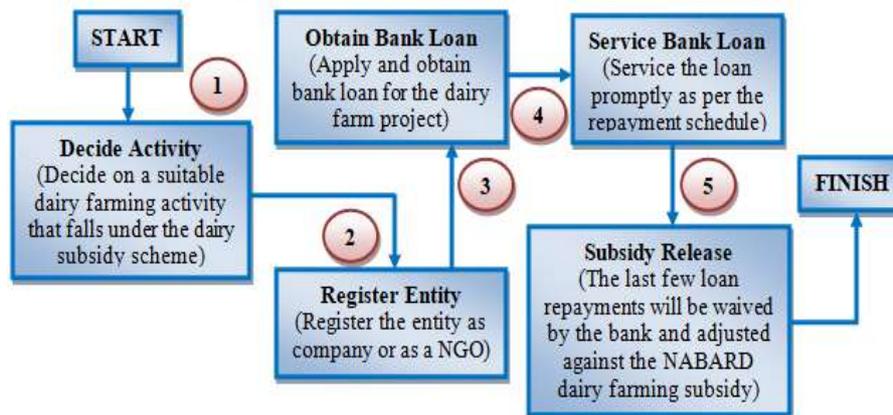
NABARD Dairy Farming Subsidy Eligibility

The following types of persons and association of persons are eligible for receiving the NABARD Dairy Farming Subsidy:

- Farmers
- Individual Entrepreneurs
- NGOs
- Companies
- Groups of unorganized and organized sectors
- Groups of organized sectors include Self Help Groups, Dairy Cooperative Societies, Milk Unions, Milk Federations, etc.

The following are the steps to be followed for getting the NABARD Subsidy for Dairy Farming is shown in Figure 2:

Figure 2: Entrepreneur Dairy Farming Subsidy Process



Scope of Entrepreneurship Development in Dairy Farming

An entrepreneur has good opportunity and vast scope in selling service rather than manufacturing a product. The entrepreneur can achieve better results if the size of the business is small. Entrepreneurship is the process of innovation that reallocates resources to new opportunities and often creating new opportunities through unusual combination of resources as well as skills of risk taking. The entrepreneurs some time has to face the problems because they prepare their plans personally create innovations and believe the best in the market.



Ration Balancing Advisory Services

Ration given to animals usually comprises one or two locally available concentrate feed ingredients, seasonal grasses and crop residues. This leads to imbalanced feeding which adversely affects the health and productivity of animals in various ways and also reduces the net daily income of milk producer from dairying. At times, overfeeding of animals can also raise the cost of milk production.

Implementation of RBP optimizes milk production of milk animals at the least cost by proper utilization to available feed ingredients, so as to provide them adequate amounts of proteins, minerals, vitamins as well as energy. This requires creation of a delivery system that provides advices to the producers and also arranges sale of feed and feed supplements that help in sustaining the activity.

Field Artificial Insemination Services

High levels of productivity in dairy cattle can be achieved by bringing larger proportion of breedable female bovines under artificial insemination services. This opens a wide opportunity for entrepreneurs who can become Mobile Artificial Insemination Technicians (MAITs). MAITs would provide quality artificial insemination services at the farmer’s doorstep.

The entrepreneur dairy data were collected through personal interview and they were analyzed by using suitable statistical techniques. Dairy entrepreneurial behavior index was constituted with eight components selected out of 15 components based on weighted mean score as per experts' ratings and they are shown in the following Table 3:

Table 3: Selection of the components for the study by weighted mean method

Table with 3 columns: S. No., Components, Weighted Mean Score. Lists 15 components with scores ranging from 1.98 to 2.86. Includes a note: * Components selected for the study (weighted mean score equal or above 2.40)

Dairy Farming Entrepreneurs Business Plan

Opening a dairy farm business has always been a lucrative idea for numerous business owners, as a fact that there will be never ending demand for milk in India and anywhere in the world. India’s milk production is at an increase of 3% to 4% every year. Due to this, the dairy farming business is evolving into a successful business ride for entrepreneurs. Dairy Farming business plan should consist of various components that are as follows:

Land – We must have some cultivated land for growing green fodder crops for cattle in the farm. The land area depends on number of animals. Usually, 2 acres of land is sufficient to feed about 15 cows.

Shed Construction – There must be proper and covered secured shed in place before getting cows into your farm. Well ventilated and spacious shed is required for dairy farming. Hygienic conditions are very important in the shed for cattle health. It is recommended to have 8 feet x 12 feet area for 1 cow. So, total space required for 15 cows is about 120 feet x 12 feet. However, this area is not fixed and it depends on cow size.



Water – Clean water supply is required for drinking and cleaning purpose of the shed. Arrangements can be done by providing overhead tanks on the shed.

Fodder – Fodder management is very important in dairy farming. The daily milk yield of cow depends on the type of fodder and nutritional facts of the given fodder. High yielding cows should be given 1 kg of concentrate along with mineral mixture to get 2.5 liters of milk yield. For example, if a cow yields 15 liters of milk daily, then these cows should be given 6 kg of concentrate with mineral mixture. Two types of fodder can be provided under dairy fodder management practices.

Dry fodder - Wheat hay, kutti (rice / pady straw), chokar (wheat bran), etc.

Green fodder - Any leguminous crops which are good in protein supplements

Breed Selection – Successful dairy farming requires a good breed selection of cow. Select the dairy cow/cattle breed that is suitable for climatic conditions and high milking capacity. Local farms can be visited and can observe different breed types that are suitable can be observed. Cross breed of HF cows (Holstein Frisian) with Indian Sahiwal or Jersey with Sahiwal or Jersey with Red Sindhi is preferable for the good milk yield. It is preferred to select the breed which produces the milk of 20 to 25 liters/day. Artificial insemination plays a major role to cross with high yielding breeds.

Concentrate Mineral Mixture - It is necessary to provide concentrate feed along with mineral mixer on regular basis to prevent cows from mineral deficiency. All three types such as dry, green and mineral mixture should be accurate proportions for best milk yield. The cost of feed may depend on the animal milk capacity. On an average, feed may cost about 200 to 250 rupees/day/cow.

Cow and Calves Management and Care - Artificial insemination or mating of cows should be carried out after every 3 months (90 days) of calving. Indian cattle breeds take 3 years in reaching maturity phase whereas high yield Jersey cross breed or HF cows reach maturity at 16 to 18 months and they will be ready for mating. In general, for every 13 months cows should be calving. Lactation period of cows should be 300 days and service period should be 90-120 days. Gestation period of cows is going to be 266 days. More attention and care is needed in case of pregnant cows, as they need more nutrition during this stage.

Labour – Labour is major task in dairy farming, the selected labour should be very good at handling the farm activities including growing green fodder. It is better to give one- or two-days training so that they can understand routine activities of dairy.

Vaccinations - To control diseases and protect the cow health, a proper vaccination schedule is must. For this purpose, a veterinary doctor can be hired for routine checkup and medication of cows. Before giving any vaccination in dairy, deworming should be done to get better results. The proper vaccination schedule is shown in the following Table 5:

Bottom Line - The above write-up can be assumed for Dairy Farming Business Plan in Tamil Nadu, Karnataka, Kerala, Telangana, Andhra Pradesh, Gujarat, Rajasthan, Punjab, Haryana, West Bengal, Madhya Pradesh, Uttar Pradesh, Bihar, Maharashtra, and other states of India. However, the labour cost, Cow breeds, feed cost or green fodder production cost and inputs may slightly vary from region to region. We can expect excellent profits with proper dairy management practices, perfect planning and dedicating completely to the farm 24/7.

Results and Discussion

In recent years, dairying is viewed as a dynamic instrument of socio-economic changes and it not only provides milk and milk products, but also helps in augmenting farm family income and employment opportunities besides offering a cheap source of manure and transport for farming. In a traditional and structural society these are like social factors such as age, education, religion, social community, etc. These have some relationships with the successful functioning and development of an enterprise. For a concise presentation of the information collected, the respondents or entrepreneurs were classified on the basis of their landholdings into three groups such as Small Farmers (0 to 2 hectares), Medium Farmers (2 to 4 hectares) and Large Farmers (4 hectares and above) Out of 100 households surveyed, majorities 33 percent of small farmers and of the remaining 67 percent, 55 percent are medium farmers and 12 percent are large farmers.

Most of the dairy farmers (55%) were found to have medium entrepreneurial behaviour as in Table 6. The data further revealed that in case of small and medium farmers, majority of them had medium entrepreneurial behaviour followed by low level. In case of large farmers, majority of them had high entrepreneurial behaviour followed by medium level. Large farmers because of their resource richness and high-risk taking ability had higher entrepreneurial behaviour than the small and medium farmers.

Table 4: Levels of Entrepreneurial Behaviour among the Three Categories of Farmers (N=100)

Level	Category of Farmers			Total (%)
	Small	Medium	Large	
Low (6.77-8.0)	19	08	06	33
Medium (8.01-9.24)	21	27	07	55
High (9.25-10.48)	02	02	08	12



Conclusion

From the above discussion, it is evident that dairy farming formed a vital subsidiary occupation for rural milk producers of Dharmathupatti village in Theni district. Despite the inefficiencies in the utilization of the resources/inputs, milk production emerged to be profitable enterprise for all the farmers. The study has clearly shown that majority of the farmers had a medium level of entrepreneurial behaviour. Entrepreneurial behaviour was positively and significantly related with education of the respondent, land holding, material possession, economic status, social participation and training of dairy farming, economic motivation, marketing orientation, extension agency contact and mass media communication. In case of small and medium farmers, majority of them had medium entrepreneurial behavior. Nearly half of the respondents had medium level of innovativeness and more than half of the respondents had medium level of achievement motivation, decision making ability, risk orientation, planning ability, information seeking behaviour and cosmopolitaness. More than half of the respondents had high level of coordinating ability and self-confidence. The research method described is a good way of identifying possible effects of an intervention. It is possible to improve entrepreneurial competencies of dairy farmers through developing and discussing the farmers' strategic plans in study groups. Therefore, efforts should be made to increase the level of entrepreneurial behaviour through Intensive training programmes, group discussions, demonstrations, tours, field visits, awareness programme etc., for socio economic upliftment of the dairy farmers.

Future Perspective

Entrepreneurship is a major role of dairy farming sectors. They also determine technical innovations, status of social institutions and political management systems. India will overcome the barriers of infrastructure and a strong manufacturing and agricultural sector can also be visualized. The focus of entrepreneurial energy will shift from achieving volume sales to fulfill a specific requirement. Governance will become more transparent and will be willing to accept changes necessary for growth and development. More autonomy will become the basis of all issues. The future will see Entrepreneurship as the key driver of economic development and technological obsolescence. New businesses will be credited with providing variety of new jobs in the economy. New and small business will also develop more than their share of product and service innovation. At one end, the technological upheavals in quick succession will be seen and on the other end, there will be social value systems and cultural issues undergoing slow with dynamic transformations.

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