



A COMPARATIVE ANALYSIS ON BEHAVIOUR OF TRAINED AND UNTRAINED ENTREPRENEURS - A STUDY ON DAIRY INDUSTRY

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ABSTRACT

Ancillary industries contribute more to country's GDP along with core industries. The dairy industry is a facilitating industry one among the ancillary group which presently contribute more to the Indian economy. There is a continuous support from the Union government for the development of dairy-related sectors. Since it is an Agro-based industry, farmers and related employees, dairy sectors are directly or indirectly affected. The dairy farmers have to admit with various pricing techniques for the production of milk. In this study, the researcher has used a Likert type of questionnaire to know the behavioural aspects of the dairy farmers. The study aims at knowing whether training has an impact on income of skilled and unskilled dairy farmers. The researcher has collected the data from 50 respondents (i.e., 25 trained and 25 untrained) as the sample size and the technique used here is simple random technique. The researcher has used correlation for the analytical framework. In general, this study confirms that training on dairy husbandry is a key factor that brings about a change in the attitude of dairy farmers towards the effective utilization of resources that enhance the milk yield and also to generate a better income.

Key words: Dairy farm, GDP, entrepreneur, training.

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1. INTRODUCTION

India has a potential in developing entrepreneurship in the terms of diversity of occupation in rural. The entrepreneurs are the initiators who play a key role in promoting economic growth and technological changes in Country. An economic development of a country is directly related to the development of entrepreneurship of a country. An Entrepreneur in dairy

Farming is one with a determination to act and to bring about desirable change by systematized human efforts. According to Amarnath (2008), the emergence of entrepreneurs in a society depends upon closely interlinked social, religious, cultural, psychological and economic factors.

Dairy farming is one of the important activities of the rural people in India. Like agriculture, dairy farming not only provides continuous earnings for the family but also reduces unemployment in a rural area by giving a regular income. According to Chaudhari Ratan (2006), the milk production of Indian cattle per lactation is low (200-500 kg) mainly because of lack of management with the less scientific approach in farming. The present rate of milk production could be increased if the available technologies have utilized by the farmers to their full advantage. Here training plays a very important role In India, various training institutions, like Agriculture and Rural Home Science Centres, Rural Development Training Centres and other Government and Voluntary Organizations are involved in providing training on various aspects of dairy farming. So that they can become an entrepreneur in dairy farming by adopting advanced technology so that high productivity can be archived in farming. Entrepreneurial behaviour is the study of human behaviour involved in identifying and exploring opportunities through creating and developing new ventures.

2. OBJECTIVES

- To know the entrepreneurial behaviour and knowledge of trained and untrained dairy farmers.
- To identify whether training has an impact on income of skilled and unskilled dairy farmers.

3. LITERATURE REVIEW

The field is to distinguish the relationship between socio-economic and psychological features of dairy farmers and they reasoned out that majority of dairy farmers has a medium degree of entrepreneurial behaviour. (Patel and et.al [2014])

The topic is to discover the goal of everyday agribusiness in pro-poor development. Considerable welfare gains were accomplished as found in a current influence evaluation examined in present theme. (Omore and et.al[2011-2012])

The aims of the survey are to evaluate their entrepreneurial behaviour. They resolved that all the statements under components of the entrepreneurial behaviour of dairy farmers were found to have highly significant. [Chaudhari and et.al (2016)]

The objectives of the study is to examine the correlates of socio-economic and psychological characteristics of the dairy farmers with the adoption improved management practices and they concluded that the characteristics of the untrained dairy farmers such as operational land holding herd size and annual income had shown a positive and significant correlation at 0.01 level of probability with adoption of the dairy practices and the family size, economic motivation were positively and significantly correlated at 0.05 level of probability. [Parmveer Singh and et.al (2017)]

The aim of the research is to see the connection of picked particular socio-economic and emotional options that comes with milk farmers using their entrepreneurial behaviour. They reasoned that the independent parameters particularly dairy farming knowledge, education, annual revenue, herd measurement, social involvement, utilization of sourced elements of information and industry direction had good and exceptionally substantial outcomes. Although the distinct function and the household measurement of the milk farmers had a non-

suggestive connection with the entrepreneurial conduct of the respondents. [Sadashive and et. al (2017)]

The objective of the study is conducted as ex-post facto knowledge. They concluded that breeding, feeding and overall knowledge about dairy farming practices, peri-urban farmers were more knowledgeable at the 5% level of significance and in clean milk production; knowledge level was at the 1% level of significance. [Kumar and et.al (2016)]

The aims are to study the entrepreneurial behaviour of trained and untrained dairy farmers. They resolved that there is was a significant difference in knowledge, adoption and entrepreneurial behaviour of trained and untrained dairy farmers. major constraints faced by both dairy farmers were the high cost of concentrate, improper fixation of milk price, lack of veterinary facilities and poor marketing strategy. [R. R. Chaudhari (2006)]

The aims of the survey are to compare the extent of the adoption of improved dairy management practices by trained and untrained dairy farm women members of SHGs. They reasoned that there was a substantial difference between trained and untrained dairy farm women members of self-help groups in the adoption of dairy management practices. [Maheshwari and et.al (2015)]

The aim of the survey is to assess the knowledge level of the trained and untrained dairy farmers. They reasoned that there was a substantial deviation in the mean knowledge score of different management practices at (p=0.01) degree of probability of trained and untrained dairy farmers. [Singh and et.al (2016)]

The aim of the research is to find out how individual behaviour influences the milking method could be beneficial to realize the fluctuation in clean and sanitary variables in large milk containers. They reasoned out that the topic plays a role in scientific study on the social operations appropriate to the topic, section of dairy quality is really a sound kick off point for potential study on the topic. On top of that, it illustrates the foundation to organize systems for managing quality variables of large milk containers. [Beyoda and et.al (2017)]

4. HYPOTHESIS

H0: There is no significant relationship between training and income.

H1: There is a significant relationship between training and income.

5. HYPOTHESIS TESTING

The analysis was done using Correlation test considering the variables continuous income and sufficient training options. The degree of freedom so obtained is 1 with the level of significance of 0.01. The calculation is as follows:

6. ANALYSIS

Correlation:

		Program	Level
Program	Pearson Correlation	1	-.734**
	Sig. (2-tailed)		.000
	N	50	50
Level	Pearson Correlation	-.734**	1
	Sig. (2-tailed)	.000	
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

The above table shows that there is a significant relationship between the two variables with the summation value of 0.734. Hence the hypothesis (H1) is accepted.

7. FINDINGS

Dairy farming is a skilled job. Entrepreneurs who have got the training follow scientific methods of milking, storing and processing of the milk whereas untrained entrepreneurs still follow the primitive methods of milking. The differences can also be felt by the way the cattle are reared and diseases of the cattle are addressed. When the cattle suffer disease the first aid facility is generally provided by the trained entrepreneur himself/ herself whereas an untrained entrepreneur depends on veterinary doctors for everything. Here, the research and development support are significantly less in dairy farming. Most of the dairy entrepreneurs opting for training are less number of the federation and co-operative organisations for processing of dairy products in their near vicinity. There is a minimum subsidy is given by the government for the sectoral development and also an exclusive transport system is not yet provided by the government. There is no common point of “preservation unit” in the study area. Involvement of brokers is significantly more. There is no systematic approach to price fixing. A proper training system shall be able to provide solutions to the problems of dairy farmers. The income level of trained entrepreneurs is higher than the untrained.

8. SUGGESTIONS

NABARD and co-operative organisations should conduct periodical awareness program in the rural areas in order to inculcate the coordination between the farmers and the related employees for processing their products at reasonable prices. Authorities and the state government should periodically represent Union government to give more subsidy hike in the continuous budgeting session without break. Respective funding authority should disperse the fund to the needy person by an opening account in the selected ward banks of the farmers. Direct government agencies should take initiative measure to receive the products from the customers in turn which will minimize the broker involvement.

9. CONCLUSIONS

Trained dairy farmers found higher milk production and milk income than non-trained dairy farmers. Training increases the application of inputs and services due to the adoption of lessons they had learnt during the training. In general, this study confirms that training on dairy husbandry is a key factor that brings about a change in the attitude of dairy farmers towards the effective utilization of resources that enhance milk yield and Net Farm Income. The hypothesis has been proved by using a statistical tool called correlation and observed there is a relationship between the variables. Therefore, greater importance should be laid on refining knowledge and perception of dairy farmers through continuous training and follow-up.

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