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Decision Making Ability of KVK Trained Farm Women in Dairy farming Activities in Bidar District of Karnataka State

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ABSTRACT: The present study was carried out in four taluks of Bidar district of Karnataka state during 2021 to analyse the decision making of KVK trained farm women in dairy farming activities in Bidar district. One hundred twenty dairy farm women, who were the member of Milk Producer Co-operative Society (MPCS) were randomly selected. The results revealed that 44.17 per cent of dairy farm women belonged to medium decision making category in dairy activities. Out of 14 independent variables, five independent variables namely, age, education, dairy experience, extension participation, and economic motivation had positive and significant relationship at 0.05 level of probability, whereas mass media exposure and achievement motivation had positive and significant relationship at 0.01 level of probability. Currently this research study affords treasured information to the KMF officials, other extension personnel, policy makers and planners about the extent of decision making pattern of women in dairy farming. The outcome of this study will also be valuable to all the concerned agencies in developing strategies to increase milk yield, herd size, profit and facilitates for betterment of dairying with regard to farm women.

Keywords: Dairy farm women, Decision making and livestock.

INTRODUCTION

Livestock in general and dairying in particular plays a very vital role in strengthening rural Indian economy. To bring about socio-economic transformation in country, it plays a predominant role, specially for small and marginal farmers and landless laborers, who procure a sustainable part of their living from dairy, Therefore, dairy development in the state and nation has been an effective and important aid for rural development as it creates self-employment opportunities, enhances income of landless, marginal and small farmers and provides health benefits to people with its high nutrition value. Milk produced from millions of small dairy farmer constitutes whole countries milk which makes India stand first in milk production (Pandey *et al*., 2011).

Dairy farming acts as a subsidiary enterprise to agriculture, especially in rainfed and dry land region. It is a livelihood option and it provides a constant, year-round income, for weaker section it is an economic incentive. Diversification with a focus on crop-livestock development is both a coping strategy against risk and an income-enhancing opportunity that allows efficient utilization of land, labour and capital over space and time (Farid, 2017). Since the most of the poor hold a major share of livestock, diversification towards milk and meat production reduces interpersonal disparities in income.

Reddy, (2010) said that the rural women are engaged in agriculture and allied activities, more preferably livestock sector among which dairying is a predominate one. They perform dairy activities along with household work and participate more in dairy activities when compared to male. The dairy activities include caring of animals, bringing fodder from field, chaffing the fodder, preparing feed for animals, offering water to animals, protection of animals from diseases, pest and insects, cleaning of animals and sheds, preparation of dung cakes, milking, preparing and marketing of milk products (Supriya, 2016 and Darji, 2018) and its marketing are performed by women considered as domestic activities.

Presently, India is the largest producer of milk in the world and ranked 18th position in world milk production, its share is 20 per cent of world milk production, consisting of about 57 per cent of world buffalo and 16 per cent of world cattle population. India's milk production is found to be increased by 6.6 per cent from 165.35 million tonnes (2016-17) to 176.35 million tonnes (2018-19) and India's milk

production is growing by 35.61% during the last six years to 198.4 million tonnes in 2019-20 (Economic Survey). Per capita availability of milk is 375 gm/day (The Hindu News Article 2018-19). As per the Economic survey 2016-17, livestock sector contributes 25 per cent to total agriculture and allied GDP and 4.11 per cent to Indian GDP. Total value of output from livestock and milk accounts to 67 per cent (2016-17).

Due to growing population, increase in per capita income, variation in lifestyle, food habits, export opportunities etc., it is expected to continue and raise the demand for milk and milk products in the country. The demand of milk would be met through domestic sources by increasing the milk production at the footstep required through implementation of various schemes and programmes in the area of dairy development in the country. At the same time, the country needs to upgrade its infrastructure at the village level particularly for more milk procurement and production of high valued milk products (National Action Plan for Dairy Development VISION-2022).

In the list of top milk producing states in India, Karnataka stands the ninth position (2018-19). They sell their dairy products such as milk, paneer, peda, curd and butter milk under the brand name NANDINI. It is the second largest milk cooperative after AMUL. The state has 43 milk chilling and 23 milk processing plants. By providing capacity building program it has become successful in development of dairy in rural areas.

Karnataka Milk Federation (KMF), is a foremost and most profitable dairy farmer organization in the State. Today in South India KMF stands first position in terms of the Model of Anand pattern dairy cooperative societies.

The basic functioning unit at the village level is Milk Producer Cooperative Society (MPCS) which acts as a catalyst for farmers of the district cooperative milk unions. The MPCS have undertaken tremendous makeover by adopting new technologies and process has been initiated to handle milk without being affected by human hands. Now, women are in the forefront of activities, mainly in milk production capping with hygiene in handling milk, artificial insemination, usage of mineral mixture and cattle feed.

METHODOLOGY

The study was conducted during 2021 in Bidar district of North Eastern Transition Zone of Karnataka. Bidar, Aurad, Basavakalyan and Humnabad taluk were selected for the study based on the maximum milk collection made by MPCS.From each taluk three villages were selected and from each village ten dairy farm women were selected through simple random technique, thus constituting a total sample of 120.

The research design adopted for the study is descriptive research design since the study does not intend to find significance between the variables. Descriptive research is used to obtain information concerning to the current status of the phenomena and to describe "what exists" with respect to variables or conditions in a situation, since the phenomenon has already occurred and is continuing.

RESULTS AND DISCUSSION

A. Overall decision making ability of dairy farm women in dairy activities

From Table 1 observed that, less than half (44.17 %) of KVK farm women's belongs to medium decision making category in dairy activities, whereas 31.66 per cent of respondents come under high level of decision making category and remaining (24.17 %) come under low level of decision making category. These findings are in agreement with the findings of Pal & Haldar (2016); Pal, (2014).

Table 1: Overall decision making ability of KVK farm women in dairy activities (N=120).

Sr. No.	Category	Score	Frequency	Percentage
1.	Low	<7.70	29	24.17
2.	Medium	7.70-8.84	53	44.17
3.	High	>8.84	38	31.66

Mean=8.27 S.D.:1.13

B. Decision making ability of dairy KVK trained farm women in specific dairy activities

1. Construction of cattle shed. Table 2 revealed that, majority of (95.84 %) of KVK trained farm women were take joint decision in the construction of cattle shed, whereas 4.16 per cent of them were take individual decision.

2. Selection of the breeds. Table 2 revealed that, majority of (85.83 %) dairy farm women were take joint decision in the selection of the breeds, whereas 14.17 per cent of them were take individual decision.

3. Type of dairy animals to be reared. Table 2 showed that, majority of (85.83 %) of dairy farm women were take joint decision in the type of dairy animals to be reared, whereas (14.17 %) of dairy farm women were take individual decision.

4. Fodder production. Table 2 indicated that, great majority of (97.50 %) of dairy farm women were take joint decision in the fodder production, whereas (2.50%) of them were take individual decision.

5. Procurement of green and dry fodder and concentrate. Table 2 showed that, (100.00%) of dairy farm women were take joint decision in the procurement of green and dry fodder and concentrate.

6. Care of animals and regular vaccination against diseases. Table 2 indicated that, (71.67 %) of dairy farm women were take joint decision in the care of

animal and regular vaccination against diseases. Whereas (28.33%) of where take individual decision.

7. Milk Selling. Table 2 showed that, more than three fifth (64.17%) of dairy farm women were take individual decision in the construction of cattle shed, whereas (28.33 %) of were take joint decision.

8. Purchase/sale of animals. Table 2 showed that, more than three fifth (69.17%) of dairy farm women were take joint decision in the Purchase or sale of animals, whereas (30.83 %) of them take individual decision.

Regarding decision making in dairy activities shown in Table 5 that, more than half (64.17 %) of the dairy farm women alone takes decision regarding selling of milk. This is due to the fact that, women find easy to sell the milk to the neighbor homes and MPCS. Whereas cent percent (100 %) of the dairy women fall under joint decision regarding procurement of green fodder, dry fodder and concentrates. Most of the women take decision along with head of the family member in dairy activities like fodder production (97.50 %), construction of cattle shed (95.84 %), selection of breeds (85.83 %), types of dairy animal to be reared (85.83%), care of animals and regular vaccination against diseases (71.67 %), purchase/sale of animals (69.17%). These activities require lot of experience and a considerable amount of knowledge about enterprise. Further, husband or male member will be head of the family in most of the cases; hence farm women will take joint decision with male member of family.

Table 2: Decision making ability of KVK trained farm women in specific dairy activities (n=120).

Sr. No.	Dairy Activities	decision making by women only		Joint decision making	
		Number	Per cent	Number	Per cent
1.	Construction of cattle shed	5	4.16	115	95.84
2.	Selection of the breeds	17	14.17	103	85.83
3.	Type of dairy animals to be reared	17	14.17	103	85.83
4.	Fodder production	3	02.50	117	97.5
5.	Procurement of green and dry fodder and concentrate	0	0	120	100
6.	Care of animals and regular vaccination against diseases	34	28.33	86	71.67
7.	Milk selling	77	64.17	43	35.83
8.	Purchase/sale of animals	37	30.83	83	69.17

C. The relationship between personal, socio-economic and psychological characteristic of KVK trained farm women in relation to their Decision making

From Table 3 revealed that, out of 14 independent variables, five independent variables namely, age, education, dairy experience, extension participation, and economic motivation had positive and significant relationship at 0.05 level of probability, whereas mass media exposure and achievement motivation had positive and significant relationship at 0.01 level of probability. Remaining six independent variable family size, annual income, livestock possession, extension contact, cosmopolitiness and risk orientation had positive and non-significant relationship with decision making of dairy farm women in dairy activities. Whereas land holding had negative and non-significant relationship.

Decision making and age. Age is found to be positively related with decision making and it is also significant this is because as the age increases the experience and knowledge in particular filed will be increases hence decision making ability also increases as age increases. These findings are in agreement with the findings of Madhushree (2014); Supriya (2016).

Decision making and Education. Education is found to be positively related with decision making and it is also significant this is due to reason that, as compare to others educated dairy women had better perception and comprehension. Further, education exposes farm women to more communication media and methods. Attainment of formal education may also help to infer ideas in a rational manner resulting in logical decision making. These finding are in line with the research of Sowjanya (2014).

Decision making and Dairy Experience. Dairy is found to be positively related with decision making and it is also significant this is because that if dairy women have more experience in dairy farming means they requires fewer time to do dairy activities. Experience helps them to learn effective management. Regarding overall dairy activities of day-to-day, they can manage dairy sector effectively with efficient management of time due to their experience.

Decision making and Mass Media Exposure. Mass media exposure is found to be positively related with decision making and it is also significant this is because of Exposure to mass media encouraged dairy women to gain updated information and help them to become more efficient in obtaining, retaining and evaluating the effectiveness factors leading to gain knowledge related to dairy sector which influences their decision making ability. These finding are same as the research of Imrankhan Jiragal (2018); Supriya (2016).

Decision making and Extension Participation. Extension participation is found to be positively related with decision making and it is also significant this is due to reason.

As dairy women participated more in extension activities like group meeting, demonstrations, field days, animal health campaigns, etc., stimulates the attainment of knowledge and helps to develop the dairy women to make rational decision. Frequent and effective participation by dairy women in extension activities may help them to involve in decision making aspects and assistances in better management of dairy sector. These finding are same as the research of Veeranna and Singh (2004).

Decision making and Achievement Motivation. Suradkar and Nirban (2011) reported that the achievement Motivation is found to be positively related with decision making and it is also significant. This is because that Achievement Motivation influences the urge of the individual to excel in their life and it is the important determinant of fineness or perfection in what one does. Strong achievement motivation which hold back farm women strongly towards dairy enterprise and motivate her to excel.

Decision making and Economic Motivation. Economic motivation is found to be positively related with decision making and it is also significant the possible reason could be the economic motivation was the individual urge to attain maximum profit. In order to attain maximum profit means she could strive hard and involve in decision making.

Table 3: Relationship between personal and socio-economic characteristics of KVK trained farm women in relation to their Decision making (N=120).

Sr. No.	Independent variable	Spearman's rank Correlation coefficient('r_s' value)
1.	Age	0.195*
2.	Education	0.224*
3.	Family Size	0.051 NS
4.	Land Holding	-0.101 NS
5.	Annual Income	0.130 NS
6.	Dairy Experience	0.226*
7.	Livestock Possession	0.168 NS
8.	Mass media Exposure	0.244**
9.	Extension Participation	0.231*
10.	Achievement Motivation	0.247**
11.	Extension Contact	0.008 NS
12.	Cosmopoliteness	0.104 NS
13.	Risk Orientation	0.161 NS
14.	Economic Motivation	0.211*

* Significant at 5 per cent level ** Significant at 1 per cent level NS=Non-significant

CONCLUSION

The study result evidently proves that the KVK farm women's belongs to medium decision making category in dairy activities. Hence the dairy farm women require capacity building on recent technologies and, encourage them to take more decision to make dairy industry self-sustainable.

FUTURE SCOPE

The present study would be helpful to the milk producers and livestock breeders for planning and establishing the new dairy unit and this study will also be valuable to all the concerned agencies in developing strategies to increase milk yield, herd size, profit and facilitates for betterment of dairying with regard to farm women.

Conflict of intrest. Authors have no conflict of interest.

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