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## Comparative analysis on entrepreneur behavior of dairy farmers and dairy entrepreneurs in Wadsa tahsil of Gadchiroli district

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### Abstract

The present investigation entitled as “Comparative analysis on entrepreneur behavior of dairy farmers and entrepreneurs in Wadsa Tahsil of Gadchiroli District” was undertaken during the year 2020-21. For present study, 200 farmers were selected from ten villages by using random sampling. The main objective of the study was the entrepreneurial behavior within the farmers, to assess the entrepreneurial behavior of the dairy farmers and comparative study of dairy farmers and entrepreneurs. As studied comparison, Majority of dairy farmers and dairy entrepreneurs had same family size and occupation. Whereas, it is differed in other factors like dairy farmers had middle age group (52.85%) and dairy entrepreneur had low age group (66.67%). Majority of dairy farmers had middle school education (34.65%), joint family type (62.50%), medium annual income (46.59%) and herd size (71.59%), medium dairy farming experience (72.59%) and daily milk production (72.72%) and own dairy as source of milk. Whereas, majority of dairy farmers had high school education (37.50%), nuclear family type (70.83%), high annual income (45.83%) and small herd size (58.33%), low dairy farming experience (79.17%) and daily milk production (54.17%) and source of milk is collection from others.

**Keywords:** comparative, entrepreneur behavior, dairy farmer and dairy entrepreneur

### Introduction

The Indian dairy industry with a large number of dairy entrepreneurs in rural areas has made a tremendous impact on the agrarian economy of the country. The entrepreneurs are key persons of any country for promoting economic growth and technological change. The appearance of their activities i.e., development of entrepreneurship is directly related to the socio-economic development of the society. India is the largest milk producer in the world; therefore, role of dairy farmers is very important in dairy industry and socio-economic development of the society (Chaudhari *et al.* 2007) [2].

According to Kahan (2012) [5] Economic growth takes place when a society embraces and encourages entrepreneurial behavior; when it values achievement and when there are a lot of people who are ‘competent, resourceful and enterprising’. Considering the importance of dairy farming in India and the need of development of entrepreneurship in this sector, the present study was undertaken to assess the status of entrepreneurial behavior of the dairy farmers in Wadsa tahsil of Gadchiroli District. The comparative analysis on entrepreneur behavior of dairy farmer and dairy entrepreneur is an important study.

### Material and Methods

An experiment entitled “Comparative analysis on entrepreneur behavior of dairy farmers and entrepreneurs in Wadsa Tahsil of Gadchiroli District” was conducted in Wadsa Taluka of Gadchiroli District. Out of 30 villages, randomly 10 villages were selected. From each village 20 cattle owner were selected. Among total 200 selected cattle owners, 176 were dairy farmer and remaining 24 were entrepreneurs having own dairy farm.

The entrepreneurial behavior of dairy farmers and dairy entrepreneur was measured in terms of ten dimensions namely, age, education, family type, family size, annual income, herd size, occupation, dairy farming experience, source of milk and daily milk production. Different scales were used to study the above dimension with several questionnaires.

## Result and Discussion

Majority of dairy farmers and dairy entrepreneur having different dimensions of entrepreneurial behavior components.

### Age

As seen in Table 1, comparing, respondents of dairy farmer had middle level (52.85%) of age. Whereas, remaining (35.22%) respondent belong to young age and (11.93%) belongs to old age respondent. As compare to dairy farmers, dairy entrepreneurs had majority of respondent belong to young age (66.67%). Whereas, remaining (33.33%) belongs to middle age group. Here in dairy entrepreneur no respondent includes in old age group. Similar findings reported by Panchbhai (2008) [6] and Chaudhari (2006) [1].

### Education

Majority of respondent of dairy farmers had middle school (34.65%) education group, remaining of respondent had primary education (29.54%), high school education (13.63%) and higher secondary education (0.57%). Whereas, there was major number of illiterate group (21.60%) and no one had graduate education group seen in table 1. As compare to dairy farmer, dairy entrepreneurs had majority of respondent belongs to high school (37.50%), remaining of respondent had primary education (8.33%), middle school education (33.33%), higher secondary education (12.51%) and graduate education (0.833). Whereas, there was no number of illiterate education group. Similar findings reported by Chaudhari (2006) [1] and in line with Gadhi *et al.* (2020)

**Table 1:** Comparative study of entrepreneurial behavior of dairy farmer and dairy entrepreneur

Sr. No.	Dimensions	Categories	Dairy farmers		Entrepreneurs	
			Frequency (N=176)	Per cent (%)	Frequency (N=176)	Per cent (%)
1	Age	Young (up to 35 year)	62	35.22	16	66.67
		Middle (36 to 50 years)	93	52.85	8	33.33
		Old (Above 50 years)	21	11.93	0	0
2	Education	Illiterate (No school)	38	21.6	0	0
		Primary (Up to 4 <sup>th</sup> standard)	52	29.54	2	8.33
		Middle school (5 <sup>th</sup> to 7 <sup>th</sup> standard)	61	34.65	8	33.33
		High school (8 <sup>th</sup> to 10 <sup>th</sup> standard)	24	13.63	9	37.5
		Higher secondary (11 <sup>th</sup> to 12 <sup>th</sup> standard)	1	0.57	3	12.51
		Graduate (Above 12 <sup>th</sup> )	0	0	2	8.33
		3	Family Type	Joint	110	62.5
	Nuclear	66	37.5	17	70.83	
4	Size of family	Small (Up to 4)	35	19.89	6	25
		Medium (5 to 6)	100	56.81	14	58.33
		Large (Above 7)	41	23.3	4	16.67
5	Annual income	Low (Up to Rs. 50,000)	65	36.93	4	16.67
		Medium (Rs.50,000 to Rs.1,00,000)	82	46.6	9	37.5
		High (Above Rs. 100,000)	29	16.47	11	45.83
6	Size of herd	Small (Up to 4)	37	21.02	14	58.33
		Medium (5 to 8)	126	71.59	10	41.67
		Large (Above 8)	13	7.39	0	0
7	Occupation	Dairy farming	0	0	3	12.5
		Dairying + agriculture farming	170	96.59	18	75
		Dairying + agri. related activities	6	3.41	3	12.5
8	Dairy farming experience	Low (0 - 10 years)	18	10.23	19	79.17
		Medium (11 - 20 years)	126	72.59	5	20.83
		High (Above 20 years)	32	18.18	0	0
9	Source of milk	Own dairy	176	100	4	16.67
		Collection from other milk producers/farmers	0	0	20	83.33
10	Daily milk production	Low (Up to 10 lit/day)	35	19.89	13	54.17
		Medium (10 to 15 liter)	128	72.72	6	25
		High (Above 15 liter)	13	7.39	5	20.83

### Family type

Highest of respondents of dairy farmer had joint family type (62.50%). Whereas, remaining (37.50%) respondent belong to nuclear family type. As compare to dairy farmers, dairy entrepreneurs had majority of respondent belong to nuclear family type (70.83%). Whereas, remaining (29.17%) belongs to joint family type. The reason for above result may be due to the fact that migration from rural areas to urban areas has been considered as one of the major another reason like disintegration of property by the parents and which affect family type.

### Size of family

Here majority of respondent of dairy farmers had medium family size (56.81%), remaining of respondent had small

family size (19.89%) and large family size (23.30%). As compare to dairy farmer, dairy entrepreneurs had majority of respondent belongs to medium family size (58.33%), remaining of respondent had small family size (25.00%), large family size (16.67%). Similar findings reported by Jadhav (2015) [4] and Raina (2016).

### Annual income

Majority of respondent of dairy farmers had medium level of annual income (46.60%), remaining of respondent had low level of annual income (36.93%) and high level of annual income (16.47%). As compare to dairy farmer, dairy entrepreneurs had majority of respondent belongs to high level of annual income (45.83%), remaining of respondent had low level of annual income (16.67%) and medium level

of annual income (37.50%). Similar findings reported by Raina (2016)

### Size of herd

In case of size of herd, majority of respondent of dairy farmers had medium herd size (71.59%), remaining of respondent had small size of herd (21.02%) and large size of herd (07.39%). As compare to dairy farmer, dairy entrepreneurs had majority of respondent belongs to small herd size (58.33%), remaining of respondent had medium herd size (41.67%). There was no respondent includes in large herd size in case of dairy entrepreneur. Similar findings reported by Jadhav (2015)<sup>[4]</sup>.

### Occupation

Both dairy farmer and entrepreneur have different occupation. As seen in table 1, majority of respondent of dairy farmers and dairy entrepreneur had dairying and agriculture farming occupation (96.59%) and (75.00%) respectively, remaining of respondent of dairy farmer had dairying and Agri related activities occupation (03.41%). Whereas, there is no respondent was included on single dairy farming occupation in dairy farmers. As compare to dairy farmer, remaining dairy entrepreneurs had included in dairy farming (12.50%) and dairying and agri related activities (12.50%). Similar findings reported by Chaudhari (2006)<sup>[1]</sup>.

### Dairy farming experience

Dairy farming experience is one of the important factors for growth and startup for any of farmer or entrepreneur. Majority of respondent of dairy farmers had medium level of experience (72.59%), remaining of respondent had low level of experience (10.23%) and high level of experience (18.18%). As compare to dairy farmer, dairy entrepreneurs had majority of respondent belongs to low level of experience (79.17%), remaining of respondent had medium level of experience (20.83%). There was no respondent includes in high level of experience. This all figures are seen in table 1. This result might be due to unemployment problems for education youth. With unemployment, family background is most core things affects the dairy farming experience. If the background is from dairy industry or dairy farming then respondent have that experience. Whereas, if fresher is starting the business without any background, then it must have lesser experiences. From old ages dairy farming is ancestry business whereas dairy entrepreneurs is new and emerging so it makes huge differences.

### Source of milk

As collection of milk is table turning and profit gaining for every dairy farmer and dairy entrepreneur. As seen in table 1, total respondent of dairy farmers had own dairy milk source (100.00%). Whereas, there was no respondent had other source of milk or collection. As compare to dairy farmer, dairy entrepreneurs had majority of respondent belongs other source of collection of milk (83.33%), remaining of respondent of dairy entrepreneur had own dairy milk as source (16.67%). This result is due to every dairy farmer find his basic need and due to that rather than collecting milk they prefer selling of milk at their own way. In case of dairy entrepreneur, they owe some of the cattle by their own and most of the milk is collected from other dairy farmers and cattle owner.

### Daily milk production

Majority of respondent of dairy farmers had medium level daily milk production (72.72%), remaining of respondent had low level of daily milk production (19.89%) and high level of daily milk production (20.83%). As compare to dairy farmer, dairy entrepreneurs had majority of respondent belongs to low level of daily milk production (54.17%), remaining of respondent had medium level daily milk production (25.00%) and high level of daily milk production (20.83%).

### Conclusion

Among randomly selected 200 farmers, 88.00% were found to be small-scale dairy farmers and 12.00% were dairy entrepreneur. Majority of dairy farmers were found to have medium age, education, Dairy farming experience, annual income, herd size, daily milk production, medium level selling of milk and milk product, entrepreneurs having high level of personal, socio-economic and entrepreneurial behavior.

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