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Constraints In Dairy Entrepreneurship Among Youth In Kanpur District of Uttar Pradesh

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Abstract

The present study was taken under consideration to study the constraints experienced by youth in dairy farming. A sample of 150 respondents were selected purposively from Kanpur, Uttar Pradesh In the following study it was noticed that 1) Lack of knowledge about scientific dairy farming was the major production constraint. 2) Lack of awareness about milk processing was reported to be the major processing constraint 3) Mal practices done by middle men and milk cooperatives was ranked first in marketing constraint and 4) Untimely milk and incentives payments were reported to be major one in miscellaneous constraints. To retain the youthin this profitable business there should be major changes in strategy and policies by the government.

Keywords: Dairy Farming, Constraints, Youths, Production, Processing, Marketing

INTRODUCTION:

Dairy is thought to be the subsidiary occupation for the major farmers in the country. The dairy enterprise has put itself in the status of main occupation.(Meena *et.al*, 2017, Mishra *et.al*, 2017)..This occupation as carried by the smallholders dominates the contribution to about 62.00 per cent of the total milk produced in India. Dairy enterprise has a vast significance in development of the country due to its relation between industries and agriculture. (Mishra*et.al*, 2017).

In spite increasing demand of milk and their products due to health consciousness, the slow growth of the industry has to be worried.The development in the dairy technology has attracted the attention of the masses, but it has not been adopted due to lack of business face showing the potential of its entrepreneurship (Panigrahy *et.al*, 2016). Therefore it is important to

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provide the lift to dairy enterprise in making it popular throughout India as a major occupation to stabilize the income of farmers. (Latha *et.al*, 2014, Kumar *et.al*, 2018).

Entrepreneurship, the process which enables the business to show profit by identifying market opportunities and creating unique combinations of resources to pursue these opportunities (Panigrahy *et.al*, 2016).It is the creative response to innovation, opportunity, risk, initiative, resource mobilization, achievement of goal, positive intent and constant striving, The farmers of Uttar Pradesh of needs to identify and adopt the entrepreneurial traits to succeed in dairy farming.

The increase in number of youths is one of the daunting problems in both the developing and well as developed countries. India one on the leading population in the world for the youths which crossed a number of 550 millions(Rani *et.al*, 2016, Sukar*et.al*, 2018).. For these youths the employment is the major issue which can be solved by creating new business opportunities like dairy farming etc to earn a decent life style and status in society(Karthik *et.al*, 2016).. So the present study was conducted to find the factors constraining the dairy farming among the youths of the state.

MATERIALS AND METHODS:

The foregoing investigation was conducted purposively on selected district of Kanpur District. The respondents which were selected were youth involved in dairy farming through proportionate random sampling method based on number of mandals in the district making up a sample size of 150 respondents. The data of response was collected by well structured interview schedule. The ex-post-facto design was used as there was no further chance of manipulation of the variables which occurred earlier. To identify and rank the constraints Garret's ranking technique was primarily used.in this technique the order of the constraints would be changed into a numerical value which was missing in frequency distribution. Hence the same order in ranking would be given different ranks. Garret's formula to calculate ranks into per cent is

$$\text{Per cent position} = \frac{100\ (R_{ij} - 0.005)}{\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots}$$

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N_j

Where

R_{ij}= Rank given for the i^{th}item by J^{th} respondent

N_j= Number of items ranked by j^{th} respondent

The per cent position was converted into scores referring to the tablegiven by Garret and Woodworth (1969). The mean score of all factors were ranked in descending order, ranks were assigned and most important factors were identified.

RESULTS AND DISCUSSION:

Table 1 reveals the data reported by the respondents on seven production constraints. Among seven, "Lack of Knowledge about scientific dairy farming" ranked I with mean score of 71.56 due to very less exposure to training. Proper services of veterinary and extension at village level was ranked II due to less farmer to extension worker or veterinarian ratio. Due to adulteration in inputs of dairy farms by suppliers and middle men "Lack of proper and quality inputs" is ranked III with mean score of 60.92. "Availability of labour and higher wages" was ranked IV due to more employment opportunities in other activities and with higher wages. Due to less nutritional knowledge "Lack of knowledge for proper feeds and fodder" is ranked V. "Identification of healthy and productive animals" with mean score of 38.25 was ranked VI, due to mal practice of deceiving young ones during the purchase.

The table 2 identifies four major processing constraints as responded by youths as, Lack of awareness about milk processing" was ranked highest as major part of respondents do not know the processing part of milk. "Lack of training centers for milk processing" with mean score of 48.52 was ranked II as commercial dairy farming is new to the response area. "Lack of timely availability of electricity" was ranked III as less supply of electricity in the area due to high demand of electricity in industrial areas of the city. As the respondents reported that milk processing is carried by few only due to lack of facilities such as chilling facilities, milk processing plants due to which "Lack of availability of infrastructure" is ranked IV with mean score of 35.74.

Among the marketing constraints presented in table 3, "Mal practices done by middle men and milk cooperatives" was ranked on top due to less price to be given for milk payments. "Lack of

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options for milk disposal in milk market" with mean score of 53.74 was ranked II due to less cooperatives prevailing in markets. "Wrong measurement of instruments used" was ranked III as the middle men go for mal practice to increase their profit. "Non remunerative price of milk" being the least due to increasing cost of production as compared to price of milk.

In Table 4 are presented the miscellaneous constraints observed from the data of youth respondents. The "Untimely milk and incentives payments" received maximum response and ranking due to long formalities and process for sanctioning of milk bills. Due to frequent visit and lengthy loan process "Lengthy loan sanctioning process" was considered second most important constraint. "High capital Investment" was ranked III with Mean Score of 40.07 due to huge money investment required for dairy farming. "Non availability of need and skill based trainings" due to lack of awareness among the young respondents about the training held in various institutions.

Conclusion:

As the youths are the entrepreneur for the future of farming in India, but they are not interested to take dairy farming as an option to succeed due to constraints present. Government should issue few policies and programmes urgently to attract the youth and retain them from leaving this remunerative occupation, which can become a pillar to the youth's success in future time being.

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Table 1: Distribution of respondents according to production constraints

S.No	Production constraints	Mean Score	Rank
1	Lack of knowledge about scientific dairy farming	71.56	I
2	Proper services of veterinary and extension at village level	66.54	II
3	Lack of proper and quality inputs	60.92	III
4	Availability of labour and higher wages	51.76	IV
5	Lack of knowledge for proper feeds and fodder	42.56	V
6	Identification of healthy and productive animals	38.25	VI

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Table 2: Distribution of respondents according to processing constraints

S.No	Processing constraints	Mean Score	Rank
1	Lack of awareness about milk processing	57.65	I
2	Lack of training centers for milk processing	48.52	II
3.	Lack of timely availability of electricity	41.70	III
4	Lack of availability of infrastructure	35.74	IV

Table 3: Distribution of respondents according to marketing constraints

S.No	Marketing constraints	Mean Score	Rank
1	Mal practices done by middle men and milk cooperatives	63.06	I
2	Lack of options for milk disposal in milk market	53.74	II
3	Wrong measurement of instruments used	41.25	III
4	Non remunerative price of milk	29.75	IV

Table 4: Distribution of respondents according to miscellaneous constraints

S.No	Miscellaneous constraints	Mean Score	Rank
1	Untimely milk and incentives payments	56.43	I
2	Lengthy loan sanctioning process	43.50	II
3	High capital Investment	40.07	III
4	Non availability of need and skill based trainings.	32.76	IV