

STUDY ON COORDINATING ABILITY AND PLANNING ABILITY AMONG DAIRY ENTREPRENEURS AND COLLATES WITH THEIR PSYCHOLOGICAL CHARACTERISTICS

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ABSTRACT

The study was conducted in Udaipur district of Rajasthan state selected purposely keeping in view of the fact that the district has highest population of livestock in southern Rajasthan. A sample of 120 respondents was selected for the present study. The results indicated that a majority of farmers had medium level of Coordinating ability. Half (50%) of the small dairy farmers were found to have medium level of Planning ability while majority of medium category of dairy farmers had medium level of decision-making ability whereas in case of large farmer's category, 58.82% of them exhibited high level of risk of dairy farming enterprise. The correlation analysis revealed the independent variables viz age, education, annual income, training, occupation, scientific orientation, extension and mass media were positively and significantly correlated with farmer's Coordinating ability. However, education, training, annual income, economic motivation, scientific orientation, market orientation, mass media were found to have positively and significant correlation with Planning ability of the respondents. The determinants, training, occupation, extension, annual income, mass media, economic motivation and scientific orientation were important variables which influenced Coordinating ability and Planning ability of dairy entrepreneurs.

Key Words: Dairy entrepreneurs, Planning ability, Coordinating ability, Psychological characteristics, Dairy farmers

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INTRODUCTION

India has one of the largest animal husbandry sector in the world having largest livestock population of 520.6 million head. In 2022, India is accelerating its road to progress and emerge as the world's strongest economy. Livestock in Rajasthan state plays an important role determining the rural economy. Rajasthan is the second largest milk producing state in the country. Rajasthan has a share of 12.61 per cent of total milk production of the country during 2016-17. The per capita per day availability of milk was 785 grams was more than as compared to the national average of 355 grams (Not present in reference). Buffaloes and cows are the primary sources of milk production. Dairy cooperatives have not only provided organized network of milk marketing to the rural households, but also provided the crucial technical inputs like provision of artificial insemination, health services and feed inputs. Cost plays an important role in portraying economic viability of a dairy enterprise. It is a critical economic indicator for milk producers, consumers and policy makers in order to provide an effective linkage between the milk producers and consumers for fixing the price of milk rationally. Generally, a milk producer can increase his dairy income in two ways either by increasing the milk production or by reducing cost of milk production. Keeping in view the above facts, the present study was conducted in southern Rajasthan, with the specific objective of identifying the psychological

characteristics by the dairy farmers and to formulate the specific strategies against them to improve their productions.

MATERIALS AND METHODS

The study was conducted in Udaipur district of Rajasthan state selected purposely keeping in view the fact that the district has highest population of livestock in southern Rajasthan. Udaipur district has about 15.25 lakhs livestock population as per 19th Livestock Census of Rajasthan - 2012 (Anonymous, 2014). Udaipur district comprises of 11 tehsils namely Girwa, Vallabh Nagar, Mavli, Jhadol, Kherwara, Salumbar, Rishabhdeo, Lasadiya, Gogunda, Sarada and Kotra. Out of 11 tehsils four thesils namely Girwa, Salumbar, Kotra and Vallabh Nagar were selected purposely for the present study on the basis of highest dairy animals' population in these four tehsils of the Udaipur district. Six villages were selected purposely from the each selected tehsil. Thus, a total of twenty four villages were selected in all. Five farmers who possess at least 5 milch (dairy) animals either cattle or buffalo and both practicing dairy farming were selected randomly from each village as respondents for the study. Therefore, the total sample size for this study was 120 dairy farmers. The data were collected with the help of pre- tested structured interview schedule by holding personal interview with dairy farmers by the researcher. The data were collected through pre-tested structured interview schedule by

holding personal interview with the dairy entrepreneurs.

RESULTS AND DISCUSSION

Level of Coordinating ability: The data presented in Table 1 revealed that coordinating ability is inner will, impulse of intention that causes a person to do something. The data on this parameter revealed that on overall basis, majority (69.17%) of the dairy farmers had medium level of Coordinating ability, while relatively much smaller number of respondents had low (12.5%) and high (18.33%) level of Coordinating ability in the study area. Contrary to this, in case of medium farmers, order of distribution was different as majority (76.40%) of medium farmers were found to have medium level of Coordinating ability while remaining of them possessed low and high level of Coordinating ability with 11.24 and 12.36%, respectively. Large farmers in study area were found to have medium, high and low level of Coordinating ability with 47.06, 5.88 and 47.06 per cent, respectively. Majority (50.00%) of the small dairy entrepreneurs had medium level of Coordinating ability whereas 28.57 and approximately 21.43 of total small farmers were having high and low level of Coordinating ability, respectively.

The findings are in line with the findings of Porchezhiyan *et al.* (2016), Chaurasiya *et al.* (2016) and Kayensuza (2012) who found that majority of the respondents

were having medium level of Coordinating ability.

Level of Planning ability: It is evident from the information given in Table 2 that half (50.00%) of small dairy farmers had medium level of Planning ability while only 35.71 and 14.29% of dairy entrepreneurs had low and high level of Planning ability, respectively. In case of medium category of dairy entrepreneurs, majority (64.05%) of them possessed majority level of Planning ability. The low and high level of Planning ability was 32.58 and 3.37 per cent by dairy entrepreneurs. In case of large farmers, 58.82% of them were found to be in medium category whereas 23.53 and 17.65 per cent age of dairy farmers had low and high level of Planning ability.

It is apparent from data presented in reveal that on overall basis, more than two-third of the respondents (61.67%) had medium level of Coordinating ability followed by 6.66 and 31.67 per cent had high and low level of Planning ability, respectively.

The findings are in line with the findings of Porchezhiyan *et al.* (2016), Raina *et al.* (2016), Chaurasiya *et al.* (2016), Gamit *et al.* (2015), Jabina *et al.* (2014), Kayensuza (2012) and Lawrence and Ganguli (2012) who found that majority of the respondents belonged to medium category of Planning ability.

Relationship Between Socio-economic and Psychological Characteristics and Coordinating ability of Farmers:

Examination of the data contained in Table 3 revealed that among overall category of farmers, the variables namely, annual income, extension contact and massmedia were found to have positive and highly significant values of correlation coefficient with Coordinating ability ($P < 0.01$). While training, age, education, occupation and scientific orientation was positively and significantly correlated with Coordinating ability ($P < 0.05$). Similar findings were reported by Ahuja *et al.* (2016), Raina *et al.* (2016), Bhosale *et al.* (2014), Avhad *et al.* (2015), Lawrence and Ganguli (2012).

Relationship Between Socio-economic and Psychological Characteristics and Planning ability of Farmers:

It is evident from the data in Table 4 that among overall category of farmers training attended, market orientation, massmedia and scientific orientation were found to have positive and highly significant correlation with Planning ability ($P < 0.01$). Furthermore, it was found that education, annual income and economic motivation had positive and significant relationship with Planning ability ($P < 0.05$). The finding is in line with the findings of Ahuja *et al.* (2016), Raina *et al.* (2016) and Lawrence and Ganguli (2012).

CONCLUSION

It can be concluded that majority of the dairy farmers had medium level of Coordinating ability and Planning ability. Evidently, eight independent variables had positive and significant relationship with Coordinating ability and it revealed that seven independent variables had positive and significant relationship with Planning ability, respectively. The reason for non-significant relationship might be due to the relation may vary from variable to variable depending upon the conditions and circumstances prevailing in the study area. Therefore, it is recommended that the independent variables had positive and significant correlation should be considered primarily by the concern agency to promote the entrepreneurship and inculcated the entrepreneurial skills among the respondents of the study area.

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Table1: Distribution of dairy entrepreneurs on the basis of components of Coordinating ability

Level	Small dairy farmers		Medium dairy farmers		Large dairy farmers		Overall	
	f	%	F	%	f	%	f	%
Low (up to 5)	2	28.57	13	11.24	6	05.88	21	12.5
Medium (6-8)	11	50.00	61	76.40	8	47.06	80	69.17
High (>8)	1	21.43	15	12.36	3	47.06	19	18.33
Mean							7.5	
S.D.							1.06	

Table 2: Distribution of dairy entrepreneurs on the basis of components of Planning ability.

Level	Small dairy farmers		Medium dairy farmers		Large dairy farmers		Overall	
	f	%	F	%	f	%	f	%
Low (up to 19)	2	35.71	19	32.58	3	23.53	24	31.67
Medium (20-24)	9	50.00	57	64.05	13	58.82	79	61.67
High (>24)	3	14.29	13	3.37	1	17.65	17	6.66
Mean							6.82	
S.D.							1.01	

Table 3. Correlation between Socio-economic and Psychological Characteristics and Coordinating ability of Farmers

S. No.	Coordinating ability	Coefficient of correlation 'r' value
1.	Age	.046*
2.	Education	.011*
3.	Family size	.224 ^{NS}
4.	Experience in dairying	.207 ^{NS}
5.	Training attended	.011*
6.	Social participation	.398 ^{NS}
7.	Land holding	.382 ^{NS}
8.	Occupation	.011*
9.	Herd size	.558 ^{NS}
10.	Milk production	.712 ^{NS}
11.	Annual income	.004**
12.	Economic motivation	.212 ^{NS}
13.	Scientific orientation	.046*
14.	Market orientation	.412 ^{NS}
15.	Extension contact	.004**
16.	Mass media	.000**

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Table 4: Correlation between Socio-economic and Psychological Characteristics and Planning ability of Farmers

S. No.	Planning ability	Coefficient of correlation 'r' value
1.	Age	.638 ^{NS}
2.	Education	.034*
3.	Family size	.220 ^{NS}
4.	Experience in dairying	.640 ^{NS}
5.	Training attended	.000**
6.	Social participation	.349 ^{NS}
7.	Land holding	.157 ^{NS}
8.	Occupation	.495 ^{NS}
9.	Herd size	.199 ^{NS}
10.	Milk production	.293 ^{NS}
11.	Annual income	.034*
12.	Economic motivation	.024*
13.	Scientific orientation	.002**
14.	Market orientation	.003**
15.	Extension contact	.069 ^{NS}
16.	Mass media	.003**

** Significant at 0.01 level of probability

* Significant at 0.05 level of probability

NS – Non-significant

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