Personal Characteristics and Behavior of Small Scale Dairy Farmer: An Empirical Analysis

Dr. Bhartendu Kr. Chaturvedi

Assistant Professor, Department of Economics & International Business, University of Petroleum & Energy Studies, Dehradun, Uttarakhand, India

Abstract: *Dairy farming is a non-farm business activity in rural areas. It is the potentially one of the most important sectors of rapid socio-economic development of the rural area of India. Fast growth in this sector is essential not only to achieve higher productivity levels in livestock production but also for increase in rural house hold income & employment. The interdependence between agriculture and dairy is such that dairy uses wastes of agriculture and provides raw material to it. It is labor intensive and supports substantial employment in production processing and marketing. Dairy is both a business and a way of life. Research in dairy sector, by and large, has been based on economics of Small scale dairy farmer. That means calculation of cost in terms of expenditure related on feed of animals and benefits in terms of revenue earned by selling milk. There have been practically no efforts to begin a research from the very beginning. In this context, the behaviour agenda of the owner vis- a- vis personal characteristics are not considered to be a pertinent point of research. However, such information is required to undertake a research effort in a larger perspective and with a Trans-disciplinary approach. With this back ground the present effort aim at to find out Personal characteristics and behavior of Small scale dairy farmer.*

I. Introduction

In India, milk production is carried out in rural areas, generally. There are some organized dairy farms in names of different government and non- government organizations. But main source of supply is covered in unorganized sector**.** Dairying is an integral component of Indian agriculture. Indian dairying represents one of the largest and fastest growing sectors. Agriculture sector constitutes many sub sectors. Dairy is a one of them. The interdependence between agriculture and dairy is such that dairy uses wastes of agriculture and provides raw material to it. Dairy enterprise is a solution to many problems of agricultural, besides being an effective tool to improve socio-economic condition of rural source of income of farmer. It is labor intensive and supports substantial employment in production processing and marketing. Dairy is both a business and a way of life. It has been found by Aggelopoulos S. et al. (2007) that Young farmers, who are beneficiaries of holding and have a high educational, choose to be active in dynamic holding, particularly related to animal husbandry. Women with high educational level (Higher education graduate) chose to get involved in animal husbandry, and manage to reach a high viability level in their holding .M.S. Rabbani, et al. (2004) Rural people of the locality could not be successfully participated in dairy management practice due to lack of illiteracy. Kumbhakar, S.C. et al. (1989) There is a positive association between years of education and productivity of labor and capital. Cicek, H. et al. (2007). Result showed that the parameters such as education of the producer, scale of enterprise, feed consumption, feed procuring etc had significant effects($p<0.05$) on the other hand marketing , main occupation and age of the producer are found to be statistically insignificant($P>0.05$). Sidhu, D.S. et al. (1997) in their study revealed that a majority of mini dairy holders are young educated up to middle and matric standard and had no land and poor social participation. Education, Caste, land holding and subsidiary occupation are positively related to knowledge, adoption and income of the respondent. The above mention finding could only be substantial partially. Dixit, V.B. and Laharia, S.N. (1996) Biswas, S. et al. (2005): Suzuki, K et al. (2006) This Study disclosed that caste, risk orientation, socio-economic status and occupation are the most important variables which influenced the perception of constraints of buffalo owing farmers. On the basis of above literature I have tried to find out the Socio and personal behavior of Small scale dairy farmer.

II. Methodology

The presented study is conducted on the basis of a sample size of 351 units, drawn randomly from the Ghazipur district of Uttar Pradesh on the basis of a questionnaire constructed for the purpose. The questionnaire contain besides personal characteristics of Milk producing Owner. The variables that are included in the study may be define under the heads of personal characteristics such as age, level of education, sex, caste, religion, type of family which owner belongs to, type of the ownership and aim of production. The data on above mention variably are collected from cross section of Small scale dairy farmer belonging to study area. As

it is apparent from the variables that some of them are qualitative in nature and others are quantitative. Therefore, the questionnaire used for the purpose of collection of data contains direct questions pertaining to quantitative information and scale developed for qualitative information. Simple statistical tools such as Mean, Standard Deviation and frequency tables are used.

III. Analysis & Discussion

Personal Characteristics

   The maximum number of owners of Small scale dairy farmer lies in age group 36-45 years. About 82% owners of Small scale dairy farmer lie in age group 0-45 years. Therefore, it may be said that Small scale dairy farmer are mainly run by young people. Milk producing activities in the Ghazipur district are run by mainly Yadav. 57.8% owners of Small scale dairy farmer belong to Yadav. It is their traditional occupation. But, People belonging to Brahmans, Rajputs and SC/ST have also shown interest their interest in these activities. Sixteen percent owners of Small scale dairy farmer have obtained traditional education. It means they are not educated in any school. 84% owners of Small scale dairy farmer are educated, out of which 17.9% are graduate and 8.3% are post graduate. All the owners of Small scale dairy farmer are male. This finding is consistent with male dominated traditional society of the study area. All owner of Small scale dairy farmer are Hindu. (Table 1).

Type of Family and Ownership of Small Scale Dairy Farmer

   The owners of Small scale dairy farmer belong to mainly joint family (i.e. 98%Owners of Small scale dairy farmer). Only 2% owners of Small scale dairy farmer have been found to have separate family (Table 2).At initial time, 161 Small scale dairy farmer were under family ownership and 190 Small scale dairy farmer were under single ownership. At present time, 147 Small scale dairy farmer are under family ownership and 204 Small scale dairy farmer are under single ownership. It indicates that Small scale dairy farmer prefer single ownership (Table 3).

Aim of Production of Small Scale Dairy Farmer

   The usual notion of the aim of the firm is that it intends to maximize profit. As it is made clear that in the present study that only profit maximization may not be the aim. The individual simultaneously take other aims into account and simultaneously workout on optional solution keeping all other objectives in view. This view is substantiated by the fact that members of the sample give different rank to different aims in order of priority. The mean of priority assigned to productivity as aim of production is 5.4473 (Table 4). It indicates that less priority has been assigned to productivity by most of the Small scale dairy farmer. Only 6% small scale dairy farmer have assigned it top priority as aim of production and almost 64% small scale dairy farmer have assigned less priority to productivity as aim of production (Table 5). Profit as aim of production has been assigned higher priority by most of the small scale dairy farmer. 61.8 % small scale dairy farmers have assigned it top priority as aim of production. Almost 23.9 % small scale dairy farmer have assigned top priority to production as aim of production (Table 5). The mean of priority assigned to production as aim of production is 3.5698 (Table 4). It indicates that higher priority has been assigned to production by most of the Small scale dairy farmer. The range of priority assigned to market type as aim of production is 3 – 8 (Table 4). Only 26.2 % Small scale dairy farmer have assigned it third or fourth priority as aim of production (Table 5). It indicates that most of the small scale dairy farmers have assigned it less priority as aim of production. Only 8.3 % Small scale dairy farmer have assigned top priority to self satisfaction as aim of production but 66.1% Small scale dairy farmer have assigned higher priority to self satisfaction as aim of production (Table 5).The mean of priority assigned to price as aim of production is 5.9516 (Table 4). It indicates that less priority has been assigned to price by most of the small scale dairy farmer. Almost 76% Small scale dairy farmer have assigned less priority to productivity as aim of production (Table 5).Surprisingly, only 2% small scale dairy farmer have assigned top priority to consumers' satisfaction as aim of production, but almost 48% small scale dairy farmer have assigned it higher priority as aim of production (Table 5).Almost 37.9 % small scale dairy farmer have assigned higher priority to financial stability as aim of production (Table 5).

IV. Conclusion

   Ghazipur district of Uttar Pradesh is marked by mass poverty, unemployment, lack of Diversification of economic activities and lack of enterprise. Most of the people reside in rural areas and are associated directly or indirectly with agriculture. On one hand, development of Small scale dairy farmer on the line of small and medium enterprise offer useful link between agriculture and industry. Generally this is a business carried on traditional line. Behavior of farmer (aim of production), Caste, education & religion play an important role in opting for this occupation.

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Annexure

Table 1: Personal Characteristics of Small Scale Dairy Farmer

Age	Frequency	Valid Percent	Caste	Frequency	Valid Percent	Education	Frequency	Valid Percent
0-25	14	4.0	Yadav	203	57.8	Traditional	56	16.0
26-35	91	25.9	Brahman	49	14.0	Primary	42	12.0
36-45	183	52.1	Rajput	71	20.2	Upper Primary	35	10.0
46-55	42	12.0	SC/ST	28	8.0	High School	56	16.0
56-65	21	6.0	---	---	---	Intermediate	70	19.9
---	---	---	---	---	---	Graduation	63	17.9
---	---	---	---	---	---	P.G.	29	8.3
Total	**351**	**100.0**	**Total**	**351**	**100.0**	**Total**	**351**	**100.0**

Table 2			Table 3					
Type of Family of Small Scale Dairy farmer			Type of ownership of Small Scale Dairy farmer					
Type of Family	Frequency	Valid Percent	Ownership(Initial)			Ownership (Present)		
			Type of Ownership	Frequency	Valid Percent	Type of Ownership	Frequency	Valid Percent
Joint Family	344	98.0	Family	161	45.9	Family	147	41.9
Separate Family	7	2.0	Single	190	54.1	Single	204	58.1
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Total	**351**	**100.0**	**Total**	**351**	**100.0**	**Total**	**351**	**100.0**

Table 4: Descriptive Statistics: Aim of Production of Small Scale Dairy Farmer

Aim of Production	N	Minimum	Maximum	Mean	Std. Deviation
Productivity	351	1.00	8.00	5.4473	2.07487
Profit	351	1.00	5.00	1.7806	1.23763
Production	351	1.00	8.00	3.5698	2.28038
Market Type	351	3.00	8.00	5.5157	1.40577
Self Satisfaction	351	1.00	8.00	3.8519	2.29428
Price	351	2.00	8.00	5.9516	1.85023
Consumers Satisfaction	351	1.00	8.00	4.7236	1.76813

Table 5: Aim of Production of Small Scale Dairy Farmer

Rank/Item	Productivity		Profit		Production		Market type		Self satisfaction		Price		Consumer satisfaction	
	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent	Frequency	Valid Percent
1	21	6.0	217	61.8	84	23.9	---	---	29	8.3	---	---	7	2.0
2	49	14.0	64	18.2	56	16.0	---	---	126	35.9	14	4.0	35	10.0
3	56	16.0	28	8.0	63	17.9	35	10.0	42	12.0	36	10.3	42	12.0
4	49	14.0	14	4.0	42	12.0	57	16.2	35	10.0	35	10.0	84	23.9
5	35	10.0	28	8.0	28	8.0	70	19.9	21	6.0	42	12.0	63	17.9
6	63	17.9	---	---	7	2.0	91	25.9	21	6.0	70	19.9	71	20.2
7	78	22.1	---	---	50	14.2	77	21.9	42	12.0	49	14.0	14	4.0
8	---	---	---	---	21	6.0	21	6.0	35	10.0	105	29.9	35	10.0
9	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Total	351	100	351	100	351	100	351	100	351	100	351	100	351	100