

CASE STUDY OF A SUCCESSFUL DAIRY WOMAN ENTREPRENEUR

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ABSTRACT

A case study of a successful dairy entrepreneur of Tadborgaon village in Parbhani district of Maharashtra state was conducted. She is 33 years old, illiterate, having two sons, family is nuclear and having small land holding. Her husband is engaged in tailoring and farming. With courage of her brother she purchased one buffalo from her saving and some money borrowing from a moneylender, to increase economic condition of her family. From the business of milk and milk products she purchased more buffaloes. She performs all animal and dairy management practices except grazing, buying and selling of animals. She could run successfully dairy business but faced distinct problems on her own, as she is a woman.

The entrepreneur is an economic person, who strives to maximize his profits by innovations. However, the entrepreneurs are not simply innovators, they are person with a will to act, to assume risk and to bring about a change through organization of human efforts. Entrepreneurship can be defined as a creative and innovative response to the environment. These can take place in variety of fields of social endeavor business, industry, agriculture, education, social work and the like. Development of economy of any nation depends primarily on the important role played by entrepreneurs. Entrepreneurship has now been recognized as a concept, not only vital for starting industries but also in the development of agriculture. (Nandapurkar, 1982).

Livestock sector plays an important role in Indian economy. Besides being an integral part of day to day lives, their contribution to gross domestic product has gone 34.59 per cent. Livestock contributes 26.40 per cent of agricultural income which is 36.88 per cent of national income. (Verma and Sharma, 2002). Livestock rearing is an important source of supplementary income and gainful employment for very large number

of people in rural areas, particularly for those who are landless and small or marginal farmers. (Ranjana, Singh and Srinivas, 2003).

As far as the dairy entrepreneurship is concerned, development of the dairy through the application of modern science and technology will greatly contributes to improving socio-economic conditions of rural masses by making dairy farming more productive and remunerative. (Dakhore, *et al* (2002). Human resource management plays a vital role to successful entrepreneurship. In India, women have been considered as a major human resource since women constitute 60 per cent of the rural unemployed and 56 per cent of the total employed. (Kala *et al*, 2002)

A case study of a successful dairy entrepreneur Mrs. Anusayabai Raghunath Shinde from Tadborgaon village of Pathri block, Parbhani district, Maharashtra State was conducted. She was interviewed personally with the help of a structured interview schedule. The dairy enterprise was selected purposively. In order to know the economics of the enterprise initial investment, expenditure during one year and income during one year was calculated. Finally, net profit during one year was calculated.

Anusayabai is 33 years old, illiterate, having two sons, family is nuclear and she is having small land holding. She works on her own farm, other's farm and she is also engaged in dairy entrepreneurship. Her husband is engaged in tailoring and farming. He is more interested in politics. So all the responsibilities are taken care by Anusayabai. Due to economic crises, her brother suggested her to do dairy enterprise, because she had experience of this enterprise in her father's house. From her savings and borrowing some money from a moneylender she purchased two buffaloes in the year 2000. After one year she again purchased a cow. In the year 2002, she had 2 buffaloes, 1 cow, 1 male calf of cow, 2 female calves of buffalo. Her husband was not involved in dairy management. She through her own efforts, succeeded in dairy production. She has 2 acres of land. She produced green fodder on her farm to feed milch animals. She was the only person in her family who looked after all the animal management and cared to prepare dairy products, sale and marketing. One boy was employed for grazing the animals on fixed amount per year. She had been shouldering responsibilities of marketing dairy products, borrowing loan and refunding it. She was not only taking care of animals but also performing all activities related to child and home care. She was involved in fodder management, purchase of fodder, feeding of animals, sale of produce, pre and postnatal management of animals, consultation with veterinarians regarding sick animals. She daily spent 4-5 hours in this enterprise. Her son helped to sell the products.

TABLE 1: Initial investment – Start of dairy as an enterprise

Particulars	Investment (Rs.)
Purchase of two buffaloes	Rs. 14,000
Thatched dwelling	Rs. 2,000

Table 1 illustrates that the entrepreneur had invested Rs. 16,000/- as an initial investment for the purchase of two buffaloes (Rs. 14,000/-) and thatched dwelling (Rs. 2000/-) for the animals.

TABLE 2: Expenditure during one year (2000 – 2001)

Particulars	Expenditure
Fodder –concentration for milch animals	Rs. 10,800
Grazing	Rs. 3,600
Veterinary and Medicinal charges	Rs. 1,400
Total expenditure	Rs. 31,800

It is evident that (Table 2) total that expenditure during one year was Rs. 31,800/- including initial investment. Out of which she spent Rs. 10,800/- towards the purchase of fodder concentration for milch animals, she paid Rs. 3,600/- for grazing the animals and the expenditure for veterinary and medical charges was Rs. 1,400/- within one year.

Table 3 shows income during one year. She sold buffalo milk for the period of 240 days which was the lactation period of the buffalos. During this period she sold about 2400 liters of milk @ Rs. 15/- per liter. Hence she gained an amount of Rs. 36,000/- by selling of milk. She also

TABLE 3: Income during one year

Milk (buffalo) - @ Rs. 15/ lit., she sells 2400 liters of milk in lactation period (240 days)

Particulars	Income (Rs.)
Money from milk selling	36,000
Income from milk products (ghee , curd)	12,000
Income from cowdung (FYM) 30 cart loads @ Rs. 100 / c.l.	3,000
Total income during one year	51,000

TABLE 4: Contribution through enterprise to family income

Contribution through enterprise	Family income (Rs.)
Renovation of the house	3000/-
Expenditure on children education	5000/-
Purchase of live stock	7000/-
Purchase of plot	3000/-

TABLE 5: Expenditure pattern of family income before and after taking enterprise

Before	After
Less expenditure on education	More expenditure on education
Less standard of living	Better standard of living
Less no. of live stock	Live stock no. increased
No land	Purchased land
Old house	House renovated

sold the milk products like, curd and ghee from which she earned Rs. 12,000/- From the sale of 30 cartloads of cow dung @ Rs. 100/- per cartload, she earned Rs. 3000/- Hence total income during one year was Rs. 51,000/- and her net profit is Rs. 19,200/-

Net profit during one year – Rs. 51,000 – Rs. 31,800 = Rs. 19,200. This is was good contribution in her overall income of that year.

This finding was in line with the findings of Verma and Sharma (2002) who reported that the contribution of dairy income to the total income was more than 20 per cent as reported by the majority of the members of dairy cooperative societies.

Table 4 indicates the contribution through enterprise to her farm income. It was clear that she spent an amount of Rs. 3000/- to renovate her house, Rs. 5000/-

on children's education, Rs. 7000/- and Rs. 3000/- on purchase of live stock and plot respectively.

It is evident that her economic status certainly rose after she had taken up this enterprise (Table 5). Initially her expenditure on education was less but after she started this enterprise, her expenditure increased on better education, purchase of land and renovation of the house.

CONCLUSION

It is concluded from these findings that Mrs. Anusayabai R. Shinde is a successful dairy entrepreneur. A small farmer that too a lady without anybody's support can run a dairy business because of firm determination and devotion. This case proves that a housewife can also act and shoulder the responsibilities as a head of the family.

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