REDVET - Revista electrónica de Veterinaria - ISSN 1695-7504
Vol 25, No. 1s (2024)
http://www.veterinaria.org
Article Received- Revised- Accepted-

A Study On Problems Faced By Women Entrepreneurs Of Dairy Business In Cuddalore District

Dr. K. VIJAYARANI[1*], PREMKUMAR T[2]

[1]Professor and Former Dean Faculty of Arts, Department of Commerce, Annamalai University, Annamalai Nagar.*
[2]Ph.D Scholar (Full Time), Department of Commerce, Annamalai University, Annamalai Nagar.

Abstract
Women are one of the integral parts of the society. No development, it may be economic or social or political can be achieved without women empowerment. Empowering women both socially and economically is very essential for the nation. The government also has realized this and empowering women economically will automatically empower them socially. For this purpose the government has quota system for women in employments in government sectors. But only through providing employment, women cannot be empowered. Hence the government encourage women to become entrepreneur. For this purpose the government directly and through financial institutions provide financial assistance for establishing business. The researchers aimed in this research work to analyse problems faced by women entrepreneurs in Cuddalore district. For this purpose the researcher selected Cuddalore district in the state of Tamilnadu. The researcher selected a total of 450 micro and small women entrepreneurs who were doing dairy business in the study area using convenient sampling method. The researchers framed a well-structured questionnaire to collect primary data from the respondents and data were collected and analysed using appropriate statistical tools such as simple percentage, mean, standard deviation, coefficient of variation and One-way ANOVA. The study found that "Maintenances of cattle" was the major problems faced by the respondents followed by, "Investment problem", "High production of male calves" and "Rainy season problems".

Key words: Dairy, milch animal, feed, milking, entrepreneur, and feed.

Introduction

Women are most important integral part of the society. A nation's development cannot be achieved without developing women community of the country. But women are not given important place in the society in recent centuries. In ancient India women were given high importance in the society. In particular, in Vedic period women were in high status in all aspects of life. Women in such period were well educated and there were many women scholars in various parts of India. During such time women were properly honoured and empowered in both home and in the society. Women participated social and cultural activities of early Indian civilization. There was no dearth of women saints and sages. The notable female rishikas were Romasha, Lopamudra, Apala, Kadru, Visvavara, Ghosha, Juhu, Vagambhrini, Paulomi, Yami, Indrani, Savitri, Devayani, Nodha, Akrishtabhasha, Sikatanivavari and Gaupayana. But over the period of time, the importance given to women were decreased and men domination started in almost all the parts of the country. After independence, the governments and leaders wanted to empower women both socially and economically in order to achieve real development of the nation. Dairy business is one of the business which has more scope for women. Milk is a great source of essential nutrients such as calcium, carbohydrates, proteins, vitamins A and D, magnesium, and zinc. These nutrients are important for strengthening bones, reducing the risk of heart diseases, improving metabolism, and boosting the body's immune system. The dairy industry uses raw milk to produce various products like butter, ghee, condensed milk, cheese, and cream. In Tamil Nadu, milk production mainly consists of buffalo milk and cow milk. The growth of the Tamil Nadu dairy market is being driven by increasing health concerns among consumers and rising disposable incomes. The industry's transition from an unorganized sector to an organized one is also contributing to market growth. Key players are enhancing their milk procurement networks to cater to a larger consumer base. Additionally, government initiatives to improve dairy farming practices and technological advancements to increase the shelf life of liquid milk are projected to further drive the Tamil Nadu dairy market in the coming years. Women dairy entrepreneurs face various problems in their business. Hence the study focused on this aspect.

Review of Literature

Meena P.C. et al (2017) in their study found the weaknesses in dairy industry in India namely, Dairy development programs have not been fully implemented as per the needs of the region in different agro – climatic zones, Lake of marketing avenues for the dairy produce, Non-availability of software for preparing needed dairy schemes / projects, Lake of infrastructure for offering dairy business management programmes. **Selvakumar M and Yoganathan G (2019)** in their study evidenced that due to investment problems, minimum amount of income from dairy business, treated as female business and dairying any members from family for that reason serious issue for the dairy business. **Salokhe S (2019)** found that cost of production of milk is high compared to revenue generated through milk sales, further leading to lower morale and depleting interest in dairy farming. The study concluded that farmers were facing mainly marketing, breeding and institutional problems. Good price for milk by dairy and handholding support by the Government for

healthcare facilities for cattle, loan and subsidies for sustenance and expansion of business could motivate farmers. **Priyadharshini P and Anshuman P (2021)** evidenced that women entrepreneurs faced many problems in various aspects of finance, marketing, health and family. After independence, law guaranteed equal rights and equal opportunities in education and employment for women. But unfortunately, the government sponsored development activities benefited only a small section of women. **Kolhal M.T. (2022)** in their study presented the problems faced by Indian dairy industry and suitable solutions were presented for overcoming certain problems. **Rani V.S. and Sundaram N (2023)** evidenced that **w**omen's empowerment and female entrepreneurship were positively correlated. The majority of female business owners, whether in urban and rural areas, struggled with financial issues and job pressure. Governmental programmes and policies support female entrepreneurs by giving them training, funding, and marketing help. **Silambarasan D, Sabesh R and Ramprasath S (2023)** identified that the rural women entrepreneurs face many problems in our society, like family conflict, lack of knowledge, less government support, organization issues, poor mobility, socio-cultural barriers, financial arrangement problems, raw materials, and technology. This paper identifies recent issues and challenges faced by rural women entrepreneurs in India.

Objectives of the Study

The following objectives are adopted for the study.

1. To assess the problems faced by women entrepreneurs doing dairy business in Cuddalore district.
2. To study the association between level of problems and socio-economic variables and
3. To study the association between level of problems and business related variables.

Methodology

The researchers aimed in this research work to analyse problems faced by women entrepreneurs in Cuddalore district. For this purpose the researcher selected Cuddalore district in the state of Tamilnadu. The researcher selected a total of 450 micro and small women entrepreneurs who were doing dairy business in the study area using convenient sampling method. The researchers framed a well structured questionnaire to collect primary data from the respondents and data were collected and analysed using appropriate statistical tools such as simple percentage, mean, standard deviation, coefficient of variation and One-way ANOVA.

Results and Discussion

The researchers identified a total of 14 various problems are probably faced by the women entrepreneurs in the study area who are doing dairy business. The following table brings out the results regarding the level of problems faced by the respondents in dairy business.

Table 1: Problems Faced

SN	Problems	VH	H	M	L	VL	Total
1	Investment problem	113 (25.1)	126 (28.0)	52 (11.6)	111 (24.6)	48 (10.7)	450 (100)
2	Maintenances of cattle	155 (34.4)	82 (18.3)	58 (12.9)	92 (20.4)	63 (14.0)	450 (100)
3	Non availability of feed	98 (21.8)	69 (15.3)	92 (20.4)	115 (25.6)	76 (16.9)	450 (100)
4	Marketing of milk and milk products	113 (25.1)	57 (12.7)	56 (12.4)	160 (35.6)	64 (14.2)	450 (100)
5	Non-availability of loan from government	116 (17.6)	80 (12.9)	69 (8.2)	127 (48.2)	58 (13.1)	450 (100)
6	Unaware about the disease of milch animals	79 (16.4)	58 (28.9)	37 (10.7)	217 (29.3)	59 (14.7)	450 (100)
7	Non-availability for medical facilities	74 (18.0)	130 (15.8)	48 (5.6)	132 (42.4)	66 (18.2)	450 (100)
8	Delay in insemination	81 (33.1)	71 (15.6)	25 (14.2)	191 (24.0)	82 (13.1)	450 (100)
9	High production of male calves	149 (22.4)	70 (21.6)	64 (16.4)	108 (27.6)	59 (12.0)	450 (100)
10	Non availability of sheds	101 (21.1)	97 (21.6)	74 (12.7)	124 (31.3)	54 (13.3)	450 (100)
11	High cost of feed	95 (21.8)	97 (26.0)	57 (12.2)	141 (32.0)	60 (8.0)	450 (100)
12	Rainy season problems	98 (19.6)	117 (27.1)	55 (14.4)	144 (24.5)	36 (14.4)	450 (100)
13	Milking problem	88 (20.7)	122 (21.3)	65 (14.9)	110 (31.3)	65 (11.8)	450 (100)
14	Unavailable water for milch animals	93 (25.8)	96 (17.8)	67 (15.3)	141 (28.2)	53 (12.9)	450 (100)

Source: Primary Data; (VH – Very High; H – High; M – Moderate; L – Low; VL – Very Low)

REDVET - Revista electrónica de Veterinaria - ISSN 1695-7504
Vol 25, No. 1s (2024)
http://www.veterinaria.org
Article Received- Revised- Accepted-

by Respondents in Dairy Business

Table 1 that majority of the sample women entrepreneurs doing dairy business in the study area (53.1 per cent) opined that the level of 'investment problem' was either high or very high for them, and 35.3 per cent of the respondents opined that the problem was either low or very low. Majority of the respondents (52.7 per cent) opined that the level of problem in the aspect of 'maintenance of cattle' was either high or very high and 34.4 per cent of the respondents opined that the level of the problem of was either low or very low. A considerable portion of the respondents (42.5 per cent) opined that the level of problem of 'non-availability of feed' was either low or very low for them and 37.1 per cent of the respondents opined that the level of the problem was either low or very low. About half of the respondents (49.8 per cent) opined that the level of problem of 'Marketing of milk and milk products' was either low or very low and 37.8 per cent of the respondents opined that the problem level was either high or very high. Majority of the respondents (61.3 per cent) opined that the level of problem of 'Non-availability of loan from government' was either low or very low and 30.5 per cent of the respondents opined that the level of the problem was either high or very high. A considerable portion of the respondents (45.3 per cent) opined that the level of problem of 'Unaware about the disease of milch animals' was either high or very high and 44 per cent of the respondents opined that the level of the problem was either low or very low.

It was also noted that about majority of the respondents (60.6 per cent) opined that the level of problem of 'Non-availability for medical facilities' was either low or very low. About half of the respondents (48.7 per cent) opined that the level of problem of 'Delay in insemination' was either high or very high in the dairy business and 37.1 per cent of the respondents opined that the level of the problem was either low or very low in their dairy business. A considerable portion of the respondents (44 per cent) opined that the level of problem of 'High production of male calves' was either high or very high in their dairy business and 39.6 per cent of the respondents opined that the level of the problem was either low or very low. A considerable portion of the respondents (44.6 per cent) opined that the level of problem of 'Non availability of sheds' was either low or very low in their dairy business. About half of the respondents (47.8 per cent) opined that the level of problem of 'High cost of feed' was either high or very high in the dairy business. A considerable portion of the respondents (46.7 per cent) opined that the level of problem of 'Rainy season problems' was either high or very high in their dairy business. A considerable portion of the respondents (43.1 per cent) opined that the level of problem of 'Milking problem' was either low or very low in their dairy business and 42 per cent of the respondents opined that the problem level high. A considerable portion of the respondents (43.6 per cent) opined that the level of problem of 'Unavailable water for milch animals' was either high or very high in the dairy business.

Table 2 provides the results regarding descriptive statistics (mean, standard deviation and coefficient of variation) of dairy business related problems faced by the sample women entrepreneurs doing dairy business in the study area. These 14 problems are ranked on the basis of mean value.

Table 2: Descriptive Analysis of Dairy Problems Faced by Respondents

SN	Problems	Mean	SD	CV	Rank
1	Investment problem	3.42	1.36	41.03	II
2	Maintenances of cattle	3.49	1.48	43.59	I
3	Non availability of feed	3.00	1.40	46.73	XI
4	Marketing of milk and milk products	2.99	1.44	48.02	XII
5	Non-availability of loan from government	3.20	1.41	44.71	V
6	Unaware about the disease of milch animals	2.74	1.33	48.66	XIII
7	Non-availability for medical facilities	3.03	1.35	44.63	X
8	Delay in insemination	2.73	1.40	51.33	XIV
9	High production of male calves	3.32	1.47	44.22	III
10	Non availability of sheds	3.15	1.36	43.20	VI
11	High cost of feed	3.06	1.38	45.17	IX
12	Rainy season problems	3.22	1.31	40.89	IV
13	Milking problem	3.13	1.36	43.62	VII
14	Unavailable water for milch animals	3.08	1.35	43.86	VIII

Source: Primary Data

Table 2 shows that the calculated mean value of the problem "Maintenances of cattle" was highest at 3.49, hence it was ranked first and therefore the problem of "Maintenances of cattle" was severe for the respondents. Followed by the problems of "Investment problem" and "High production of male calves" were also found to be high, these problems were ranked second and third respectively. There was moderate level of deviation in level of the above problems among the respondents as shown by the results of standard deviation and coefficient of variation. The level of problem on "Delay in insemination" was found to be the least severe in the dairy business as opined by the respondents, since its calculated mean value was lowest at 2.73. Followed by, the problems of "Unaware about the disease of milch animals", "Marketing of milk and milk products" and "Non availability of feed" were found to be least severe for the respondents, there was

REDVET - Revista electrónica de Veterinaria - ISSN 1695-7504
Vol 25, No. 1s (2024)
http://www.veterinaria.org
Article Received- Revised- Accepted-

moderate level of deviation in level of the above problems among the respondents as shown by the calculated values of standard deviation and coefficient of variation.

ANOVA between Dairy Business Problems and Socio-Economic Variables

The level of problem may vary based on their socio-economic variables such as their marital status, age, family type, educational level and income level. For the purpose of identifying whether there was any significant differences in opinion of the respondents on level of dairy business related problems faced by the respondents on the basis of their socio-economic variables, the researcher applied One-way ANOVA. For this purpose the following null hypothesis was framed and the results of the above are presented in the following table.

H_o: There are no significant differences in level of problems related to dairy business and socio-economic variables of the respondents.

Table 3: ANOVA between Dairy Business Problems and Socio-Economic Variables

SN	Problems	Marital Status		Age		Education		Family Size		Income	
		F	Sig.	F	Sig.	F	Sig.	F	Sig.	F	Sig.
1	Investment problem	0.150	0.699	**3.607**	0.013	1.081	0.365	0.519	0.669	**2.946**	0.047
2	Maintenances of cattle	**5.602**	0.018	**3.103**	0.026	**2.948**	0.020	0.578	0.629	1.389	0.245
3	Non availability of feed	2.790	0.096	1.326	0.265	1.913	0.107	0.089	0.966	0.962	0.411
4	Marketing of milk and milk products	**4.942**	0.025	**4.845**	0.00	0.972	0.422	0.868	0.458	**4.512**	0.001
5	Non-availability of loan from government	1.425	0.233	1.792	0.148	1.221	0.301	1.401	0.242	**5.219**	0.000
6	Unaware about the disease of milch animals	0.171	0.680	**7.542**	0.000	**5.112**	0.000	2.179	0.090	1.708	0.165
7	Non-availability for medical facilities	1.886	0.170	0.594	0.619	**4.512**	0.000	1.019	0.384	2.477	0.061
8	Delay in insemination	1.537	0.216	2.109	0.098	0.993	0.411	2.073	0.103	1.283	0.280
9	High production of male calves	0.382	0.537	0.793	0.498	1.996	0.094	1.831	0.141	**6.213**	0.000
10	Non availability of sheds	1.702	0.193	0.408	0.747	2.226	0.065	0.866	0.459	1.761	0.154
11	High cost of feed	1.688	0.198	0.283	0.838	**3.125**	0.014	0.202	0.895	**3.213**	0.039
12	Rainy season problems	1.423	0.244	**5.112**	0.021	0.801	0.525	1.034	0.377	2.568	0.054
13	Milking problem	**4.211**	0.041	1.345	0.259	1.224	0.324	1.533	0.205	0.845	0.470
14	Unavailable water for milch animals	0.422	0.516	1.856	0.132	0.544	0.703	0.600	0.615	0.651	0.583

Table 3 reveals that there was significant differences of the dairy business related problems in the aspects of "Maintenances of cattle", "Marketing of milk and milk products" and "Milking problem" and marital status, since their F-values (5.602, 4.942 and 4.211 respectively) were significant as shown by the results of P-values, hence the null hypothesis was rejected. Significant differences were identified in level of problems on "Investment problem", "Maintenances of cattle", "Marketing of milk and milk products", "Unaware about the disease of milch animals" and "Rainy season problems" based on age of the respondents, since their computed F values were (3.607, 3.103, 4.845, 7.542 and 5.112 respectively) significant as shown by the results of P-values. Significant differences were found in level of problems on "Maintenances of cattle", "Unaware about the disease of milch animals", "Non-availability for medical facilities" and "High cost of feed" based on educational level of the respondents, since their calculated F-values were statistically significant. The determined F values of all the dairy business related problems and family size of the respondents were not statistically significant as shown by the results of p-values, hence the null hypothesis was accepted and therefore there were no significant differences in level of all the selected problems related to dairy business based on family size. Significant differences were evidenced in level of problems on "Investment problem", "Marketing of milk and milk products", "Non-availability of loans from government", "High production of male calves" and "High cost of feed" based on income level of the respondents, since their calculated F values were statistically significant.

ANOVA between Dairy Business Problems and Business-Related Variables

For the purpose of identifying whether there was any significant differences in opinion of the respondents on level of dairy business related problems faced by the respondents on the basis of their business related variables, the researcher applied One-way ANOVA. For this purpose the following null hypothesis was framed and the results of the above are presented in the following table.

H_o: There are no significant differences in level of problems related to dairy business and business-related variables of the respondents.

REDVET - Revista electrónica de Veterinaria - ISSN 1695-7504
Vol 25, No. 1s (2024)
http://www.veterinaria.org
Article Received- Revised- Accepted-

Table 4: ANOVA between Dairy Business Problems and Business-Related Variables

SN	Problems	Primary Occupation		Type of Animal		No. of Animals		Experience	
		F	Sig.	F	Sig.	F	Sig.	F	Sig.
1	Investment problem	**2.965**	0.021	**3.546**	0.011	**4.586**	0.000	0.629	0.642
2	Maintenances of cattle	**2.836**	0.024	**5.421**	0.000	**3.742**	0.005	**4.113**	0.000
3	Non availability of feed	1.496	0.202	1.356	0.269	**2.964**	0.011	0.895	0.467
4	Marketing of milk and milk products	**3.423**	0.010	**6.261**	0.000	1.642	0.163	**2.987**	0.041
5	Non-availability of loan from government	2.271	0.061	1.642	0.195	1.665	0.157	1.330	0.258
6	Unaware about the disease of milch animals	1.155	0.330	**3.116**	0.027	1.109	0.397	**5.963**	0.000
7	Non-availability for medical facilities	**3.570**	0.007	0.878	0.416	0.823	0.511	**6.123**	0.000
8	Delay in insemination	0.992	0.412	**4.512**	0.000	1.264	0.381	1.524	0.194
9	High production of male calves	**3.102**	0.018	2.694	0.069	**3.674**	0.008	1.883	0.112
10	Non availability of sheds	0.840	0.500	0.402	0.669	**5.864**	0.000	0.551	0.699
11	High cost of feed	1.969	0.121	1.452	0.234	**6.875**	0.000	1.009	0.403
12	Rainy season problems	1.725	0.143	0.563	0.570	**2.707**	0.030	1.509	0.198
13	Milking problem	0.590	0.670	**6.512**	0.000	0.659	0.621	**4.286**	0.000
14	Unavailable water for milch animals	**2.941**	0.022	1.754	0.201	1.421	0.140	1.001	0.407

Table 4 shows that there was significant differences in level of problems on “Investment problem”, “Maintenances of cattle”, “Marketing of milk and milk products”, “Non-availability for medical facilities”, “High production of male calves” and “Unavailable water for milch animals” on the basis of primary occupation of the sample women entrepreneurs, since their calculated F-values (2.965, 2.836, 3.423, 3.570, 3.102 and 2.941) were statistically significant. Significant differences were identified on level of problems on “Investment problem”, “Maintenances of cattle”, “Marketing of milk and milk products”, “Unaware about the disease of milch animals”, “Delay in insemination” and “Milking problem” on the basis of type of milch animals held by the sample women entrepreneurs in the study area, since their calculated F-values (3.546, 5.421, 6.261, 3.116, 4.512 and 6.512 respectively) were statistically significant as shown by the results of p-values. Significant differences were evidenced in level of problems on “Investment problem”, “Maintenances of cattle”, “Non availability of feed”, “High production of male calves”, “Non availability of sheds”, “High cost of feed” and “Rainy season problems” based of number of milch animals held by the sample women entrepreneurs, since their calculated F-values (4.586, 3.742, 2.964, 3.674, 5.864, 6.875 and 2.707 respectively) were statistically significant at 5 per cent level as shown by the results of p-values. There was significant differences in level of problems on “Maintenances of cattle”, “Marketing of milk and milk products”, “Unaware about the disease of milch animals”, “Non-availability for medical facilities” and “Milking problem” on the basis of experience of the sample women entrepreneurs in doing dairy business, since their calculated F-values (4.113, 2.987, 5.963, 6.123 and 4.286 respectively) were statistically significant at 5 per cent level as shown by the results of calculated p-values under ANOVA.

Conclusion

Women are one of the integral parts of the society. No development, it may be economic or social or political can be achieved without women empowerment. Empowering women both socially and economically is very essential for the nation. The government also has realized this and empowering women economically will automatically empower them socially. For this purpose the government has quota system for women in employments in government sectors. But only through providing employment, women cannot be empowered. Hence the government encourage women to become entrepreneur. For this purpose the government directly and through financial institutions provide financial assistance for establishing business. Cuddalore district is one of the districts in the state of Tamilnadu with the wide scope for doing dairy business. A considerable number of women in the district are doing dairy business. Eventhough, they are facing many problems related to dairy business and also problems as a woman entrepreneur. Hence the researcher studied this aspect, i.e., problems of women entrepreneurs doing dairy business in Cuddalore district in the state of Tamilnadu. The study found that “Maintenances of cattle” was the major problems faced by the respondents followed by, “Investment problem”, “High production of male calves” and “Rainy season problems”.

References

1. Meena P.C. et al (2017). Problem and prospects of dairy industry in India. RASHTRIYA KRISHI, 12(2), 83-86.
2. Selvakumar M and Yoganathan G (2019). Problems And Practices of Micro-Scale Dairy Entrepreneurs In Salem District, Tamilnadu. International Journal of Scientific & Technology Research, 8(12), 1485-1489.
3. Salokhe S (2019). Problems And Prospects of Dairy Farming in Pune District. Journal of Critical Reviews, 6(6), 2838-2849.
4. Priyadharshini P and Anshuman P (2021). Women Entrepreneurship in India: Present Status, Problems And Prospects. International Journal of Scientific Research and Management Studies, 1(3), 72-79.
5. Kolhal M.T. (2022). Indian dairy industry: Problems and solution. International Journal of Health Sciences, 6(S2), 10880–10885.

6. Rani V.S. and Sundaram N (2023). Opportunities and Challenges Faced by Women Entrepreneurs for Sustainable Development In India. Journal of Law and Sustainable Development, 11(10), 1-10.
7. Silambarasan D, Sabesh R and Ramprasath S (2023). Issues and Challenges Faced by Rural Women Entrepreneurs in India. ICONIC Research and Engineering Journals, 7(1), 289-292.