

Original Research Article

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Constraints Faced by the Young Entrepreneurs Involved in Dairying Enterprise in Semi-arid Dholpur District of Rajasthan

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ABSTRACT

Keywords

Constraints, Dairy Enterprise, Entrepreneurs, Rajasthan, Youth

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The study examined the constraints faced by the youth involved in dairy farming as an entrepreneur. Dairy industry with a large number of young dairy entrepreneurs in rural areas is making a tremendous impact on the milk production of the country. The primary data were collected from 120 young randomly respondents from Dholpur district, Rajasthan. The young dairy entrepreneurs facing constraints were recorded into six categories viz., personal & social, credit support/financial, infrastructural, administrative, technical and marketing by the help of pretested structured interview schedule. The young entrepreneur faces various constraints in running the enterprise i.e. non-remunerative price of milk, non-functioning milk cooperative societies, high cost of concentrate, lack of subsidies as the major constraints. Therefore measures must be adopted to enhance the adoption of animal husbandry technologies by launching new capacity building programme especially targeting rural youth. In order to increase production, it is necessary to impart training on regular basis to youth for adoption of new animal husbandry technologies which can be utilized and adopted by the youth to their full advantage.

Introduction

Youth represent the most dynamic and vibrant segment of the population. India is one of the youngest nations in the world, with about 65 percent of the population under 35 years of age. The youth in the age group of 15-29 years comprise 27.5 percent of the population (Ministry of youth affairs & sports 2018 – 19). United Nations defines ‘youth’ as persons between 15 and 24 years of age. ‘Youth’ was defined as a person of age

ranging between 13-35 years, but in the current Policy Document, the youth age-group is defined as 15-29 years with a view to have a more focused approach (National Youth Policy 2014). The word ‘entrepreneur’ is derived from the French verb ‘enterprendre’ which means, “to undertake”. The entrepreneurs are key persons of any country for promoting economic growth and technological change. Government of India initiated a number of entrepreneurship development programmes & schemes in

agriculture, dairying and allied sectors. The Indian dairy industry with a large number of dairy entrepreneurs in rural areas has made a tremendous impact on the agrarian economy of the country. Dairying is not only an indispensable component of agriculture, but is also play crucial role for providing employment among the rural youth, to improve the socio-economic status and generate more income. Improved managemental practices have been prescribed by various research and development organizations to improve the dairy production but the farmers face various constraints in adoption of these practices (Meena *et al.*, 2015). Constraints can be implied here to quote the problems or hindrance faced by dairy farmers while adopting day-to-day animal husbandry practices in their dairy enterprises (Akash *et al.*, 2020). Keeping these aspects in view, the study was planned to focus on constraints faced by rural youth entrepreneur involved in animal husbandry practices.

Materials and Methods

Ex Post facto research design will be used for conducting the study since the variables chosen had already been occurred. The present study was conducted in Dholpur district of Rajasthan. Dholpur district was purposively selected because it has lowest livestock population compared to other district, so the study was conducted to identify the constraints which hinders youth for adopting improved animal husbandry practices. A total of 120 young respondents were selected from all the five blocks of the district. Constraint, which is operationalized as to analyze something that imposes a limit or restriction or that prevents something from occurring. During the course of the present investigation, the respondents expressed a number of constraints which were grouped into six categories viz., personal & social, credit

support/financial, infrastructural, administrative, technical and marketing. Primary information was collected by using a pretested structured interview schedule. The young dairy entrepreneurs facing constraints of animal husbandry practices and their responses was collected in three continuum viz, SA (Strongly agree), A (Agree), D.A. (Disagree) and were given scores as 2,1 and 0 respectively. After duly recording their judgments, the statements were considered for the analysis by calculating their weighted mean scores (WMS).

$$\text{Weighted Mean Score} = \frac{\text{(Actual scores obtained for the statement)}}{\text{Maxi possible scores obtainable for the statement}}$$

The weighted means score of the statement was calculated and the statements were ranked accordingly. The collected data was analyzed with help of suitable statistical test on the basis of mean weighted scores and ranking.

Results and Discussion

Personal and Social constraints

The major constraint faced by the rural youth is fear of failure since an enterprise involves risk as well as uncertainties followed by lack of family support, which is considered as vital for the success of the enterprise. However lack of awareness and lack of education in respect to establishment of livestock enterprise in rural areas vis-à-vis financial support from institution was lacking among the respondents. Further it was found that the rural youth have lack of knowledge in management of dairy farm, lack of other successful enterprises in rural areas and risk of theft was found to be the constraints among the rural youth. Similar findings were also reported by Balaganoormath *et al.*, (2018) and Kumar *et al.*, (2017).

Credit Support / Financial constraints

The major constraint allocated by respondents was difficulties in getting loan from the financial institutions reveals that the rural youth does not have proper knowledge of availing loans as well as schemes of state/central government. Inadequate loan facility, high investment was ranked as second and third major constraint by the respondents. However high rate of interest charge by money lenders, unfavorable behavior of banking personals, exhaustive paper work in getting loan, uncertainty of loan for productive purpose were other constraints. It reveals that respondents get rid of money lenders and do not want to avail loan from them due to their high interest rates, but on the other hand their educational backgrounds hinder them in availing bank loan facilities. Hence there is a necessity to provide regular training programme among the rural youth to provide them information of banking formalities. Similar finding were also reported earlier by Khokhar (2007) and Patel *et al.*, (2015).

Infrastructural constraints

High cost of initial investment in farm construction of building was ranked as the major constraint followed by non-availability of organized market, high cost of equipment's, high cost of farm labours and inadequate transport facilities. It reveals that high initial investment in establishment of an enterprise and timely unavailability of loan from government agencies and unavailability of market for selling the produce were found to be the major hindering factors in establishment of livestock enterprise by the rural youth. They continuously require the revolving fund for purchase of raw material, for payment to labour, purchase /repair of equipment's and inadequate fund of low hinders further development of enterprises.

These findings were in correlation as reported previously by Naik and Sumangla (2014), Kumar *et al.*, (2017) and Balaganoormath *et al.*, (2018).

Administrative constraints

In this aspect lack of expert's advice was identified as the major constraint followed by inadequate training facilities, defuncting of milk cooperative societies, lack of subsidies, lack of institutional support, no extra incentive for clean milk production and absence of price fixing agency as other constraints it reveal that the government agencies must provide some incentive to those livestock owners who produce clean milk as per norms of the government. Similarly livestock owners must be provided subsidies in equipment's purchase as well as in taxes. Defuncting of milk cooperative societies was also a major concern of livestock owner in selling of their produce on government rates, since unavailability of such facilities propelled them to sell their products to the middlemen on very low prices. Similar findings were also reported earlier by Mande and Thombre (2009), Rathod *et al.*, (2011) and Dubey *et al.*, (2012),

Technical constraints

Major technical constraints as informed by the respondents is high cost of concentrate followed by high cost of crossbreed cow/ improved buffalo, shortage of feed & fodder, non-availability of green fodder, high cost of veterinary medicines, poor services availability at AI centre, inadequate knowledge of scientific feeding of dairy animals are other constraints faced by rural youth in running livestock enterprise in rural areas. It reveals that government should take necessary steps in providing training to rural youth for preparation of concentrate, preparation of mineral mixture, etc at their

farm itself and thereby a big saving can be performed by the rural youth. Similar steps must also be undertaken for alternative arrangements of green fodder to mitigate the shortage of feed & fodder for their livestock and they must be trained for hay and silage making training to fulfill such shortages. Government must also take steps for upliftment of artificial insemination facilities at veterinary hospitals, so that services may be available within their villages at proper time of heat. Similar findings were also reported earlier by Singh *et al.*, (2015) and Dubey *et al.*, (2012).

Marketing constraints

Non-remunerative price for milk was identified as the major constraint among the respondents followed by non-functioning milk cooperative societies, delay in payment from customers, fluctuation of milk

production, spoilage of milk due to delay in market, high cost of transportation and difficulty in distribution of milk in rainy season as other constraints related to marketing practices. Hence government must take steps for fixing price policy for milk & its products so that each livestock owner may be able to get a handsome profit (Panchbhai *et al.*, 2017). Steps must also be undertaken to form self-help groups for milking purposes only in order save manpower and save profitability. Stress must be given to sell milk & milk product in city vicinity areas on rotational basis among the group members, which enables an individual to engage himself for only three days in a month and other time may be utilized by him for other entrepreneurial activities. Similar findings were also reported by Dubey *et al.*, (2012), Varaprasad *et al.*, (2013) and Rathod *et al.*, (2011).

Table.1 Personal & Social Constraints faced by rural youth involved in Animal Husbandry

Sr. No.	Constraints	WMS	Rank
1.	Lack of education of rural youth	91.25	4
2.	Lack of awareness in rural area	93.33	3
3.	Lack of knowledge how to manage dairy farm	79.17	5
4.	Fear of failure because of more risk & uncertainty	95.83	1
5.	Lack of family encouragement	95.42	2
6.	Theft / Predators	64.58	7
7.	Lack of successful enterprises in locality	75.42	6

Table.2 Credits/financial constraints faced by rural youth involved in Animal Husbandry

Sr. No.	Constraints	WMS	Rank
1.	High investment	92.50	3
2.	Inadequate loan facilities	93.33	2
3.	High rate of interest charge by money lenders	91.67	4
4.	Exhaustive paper work in getting loan	71.25	6
5.	Unfavorable behavior of banking personals	90.42	5
6.	Difficulties in getting loan	94.58	1
7.	Uncertainty of loan for productive purpose	70.00	7

Table.3 Infrastructural constraints faced by rural youth involved in Animal Husbandry

Sr. No.	Constraints	WMS	Rank
1.	High cost of initial investment in farm building	89.17	1
2.	High cost of farm labors	62.50	4
3.	High cost of equipment's	80.42	3
4.	Non availability of organized market	82.92	2
5.	Inadequate transport facilities	62.08	5

Table.4 Administrative constraints faced by rural youth involved in Animal Husbandry

Sr. No.	Constraints	WMS	Rank
1.	Lack of subsidies	89.58	4
2.	Lack of institutional support	88.33	5
3.	Lack of experts' advice	92.50	1
4.	No extra incentive for clean milk production	67.92	6
5.	Inadequate training facilities	90.83	2
6.	Absence of price fixing agency	64.58	7
7.	Defuncting of milk cooperative societies	90.42	3

Table.5 Technical Constraints faced by rural youth involved in Animal Husbandry

Sr. No.	Constraints	WMS	Rank
1.	High cost of concentrate	98.75	1
2.	High cost of veterinary medicines	87.92	5
3.	Shortage of feed & fodder	92.08	3
4.	Non availability of green fodder	90.42	4
5.	High cost of crossbreed cow/ improved buffalo	93.33	2
6.	Poor services available at AI centre	81.67	6
7.	Inadequate knowledge of scientific feeding of dairy animals	75.00	7

Table.6 Marketing constraints faced by rural youth involved in Animal Husbandry

Sr. No.	Constraints	WMS	Rank
1.	Non-remunerative price for milk	98.75	1
2.	Nonfunctioning milk cooperative societies	97.92	2
3.	Delay in payment from customers	88.33	3
4.	Fluctuation of milk production	70.83	4
5.	Spoilage of milk due to delay in marketing	65.42	5
6.	Difficulty in distribution of milk in rainy season	52.50	7
7.	High cost of transportation	53.75	6

It can be concluded that the youth represent the most dynamic and vibrant segment of the population and growing large number of unemployed youth is one of the most daunting problems faced by developed and developing countries. Agriculture sector with limited land is facing difficulty to absorb the young labor force which in turn is giving birth to rural industries to solve rural unemployment and rural migration to cities. Animal Husbandry sector is one of the sector that is taken up by rural youth as activities providing full time self-employment or supplementing the financial resources. The young entrepreneur faces various constraints in running the enterprise i.e. non-remunerative price of milk, non-functioning milk cooperative societies, high cost of concentrate, lack of subsidies as the major constraints. Therefore measures must be adopted to enhance the adoption of animal husbandry technologies by launching new capacity building programme especially targeting rural youth. In order to increase production, it is necessary to impart training on regular basis to youth for adoption of new animal husbandry technologies which can be utilized and adopted by the youth to their full advantage.

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