

Empowerment of Rural Women through Dairy Industry in Begusarai District, Bihar

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ABSTRACT

The present paper is an effort to study the role of Sudha and Ganga Dairies in helping the rural women to be self-reliant, self-employed, self-diligent, and empowered. Rural people in India faces lot of hardships to earn their livelihood. A majority of them are engaged in agriculture, animal husbandry and other ancillary activities. These rural women, besides doing hard household source, also undertake the job of cattle rearing. They supply the milk to dairies Sudha Dairy and Ganga Dairy Centers well-established district cooperative dairies working successfully on the Anand model.

Key Words:- Selling, Dairy, Rural Women, Occupation

1. INTRODUCTION

India is a country of villages, There are as many as 6,38,596 villages in India and 256 Panchayat and 1179 villages in Begusarai District. A study held in 2008 by Max New York Life Insurance and the National Council for Applied Economic Research (NCAER) shows that 70%, i.e., 732 million of Indian population, thrives in these villages (Jehangir, 2009). Gandhiji clearly pointed out that villagers are the backbone of the Indian economy (Perumal et al., 2007). The primary occupation in the villages is agriculture supplemented with cattle rearing. India being a rural and agro-based economy, 54% of its workforce is engaged in agriculture, of which 37% are women (Sapovadia and Achutan, 2006). As high as 78% of agriculture is dependent on monsoon and farmers curse their fate if they do not get a good crop. The rainfall has been erratic and the areas are prone to both drought and floods, rendering agricultural income uncertain for farmers. Most of the time the farmers have to borrow money to meet the cultivation cost of agricultural crops and other social obligations. Since agricultural income is uncertain and deceptive, farmers easily get entangled in the debt cycle. Moreover the combination of unfavorable land-to-person ratio and fragmented landholding makes it difficult to support large families on crop income alone. Thus the underutilized labor potential and a dire need for additional income force farmers to look for subsidiary source of income Rearing milk cattle and selling its milk give rise to an additional stream of income. It is a real relief to most of the weaker groups of Indian Society. The income from crop production is seasonal. On the contrary, dairy as an occupation helps them to procure stable income year round. In India, dairy is recognized as a substantial contributor towards social and economic development. The nation's milk supply comes from millions of small producers, dispersed throughout the rural areas. 70-75% of households of small and marginal farmers and landless laborers are wedded to the dairy traditionally since ancient times (Shah, 2000). These small and marginal farmers contribute a large chunk to the milk production. They collectively hold about 70% of the national milk-animal herd. Often one or two milk animals enable these farmers to generate sufficient additional income to break the various subsistence agricultural debt cycles. The cow was important to the ancient people of Central Asia, basically in Bihar that wealth was measured in terms of the number of cattle held by them (Eckles et al., 1951). India was earlier a milk deficit country. Due to the concerted efforts under the White Revolution, it gradually became a milk surplus country. In the early 1999, the United Nations Food and Agriculture Organization (FAO) declared India as the world's largest producer of milk. According to FAO Global Food Outlook Report, milk production in India crossed 74 million tons by March 1999. As of 2006-07, the figure stood at 100.9 million tons, while milk production in the US, the second largest producer, was 71 million tons. This rapid growth and modernization are largely credited to the contribution of dairy cooperatives under the Operation Flood (OF) Project. It was assisted by many multilateral agencies, including the European Union, the World Bank, FAO, and World Food Program (WFP) who promoted milk production and animal husbandry. The dairy cooperative system represents more than 13 million dairy farms belonging to 1.22 cooperative societies which sell the product to one of the 35 milk producer's dairy centers, these producers and centers in turn are supported by dairy companies. The centers at present

cover about 70-80% of the village. Milk and milk products are the second largest contributors to the gross output with the turn over of Rs 7500000/- per day approximately in both Sudha and Ganga dairy. Dairy industry is an agro based industry that has brighter prospects development and expansion in the womb of future (Agarwal, 1990). As on March 2012, more than 200 dairy centers all over Bihar of Sudha and Ganga Dairy through a three tier cooperative structure, the Anand Model.

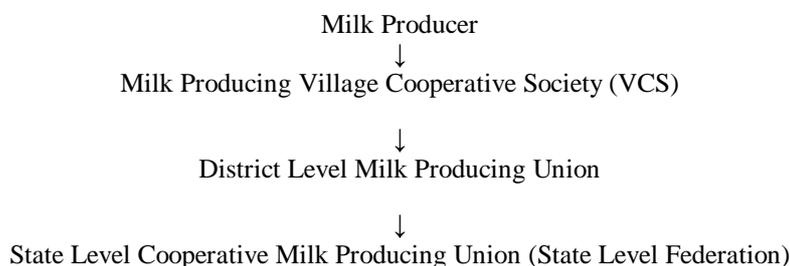
2.OBJECTIVES

- To understand the linkage between cattle rearing as a secondary source of income;
- To examine how the number of cattle and milk derived from them contribute to the earnings of dairy farmers;
- To identify whether education level plays a vital role in empowering women; and
- To examine if dairy income has led to the empowerment of women.

3.RESEARCH METHODOLOGY

A primary research was undertaken to study whether dairy Companies, i.e.,Panchayat level milk collection centers, have assisted women empowerment. The survey was conducted in Begusarai District. The data of all milk dairy centres,they were obtained from ‘Sudha and Ganga’ dairy, a dairy organized on Anand pattern in this District. The sampling frame revealed the names of 20 panchayat which have dairy centers, run exclusively by dairy company. It was found that in these 20 panchayat maximum collections of data from women milk producers, my data sample was 300 women. The 20 panchayat chosen were Babhangama,Bagwara,Bahdarpur,Banduar,Bhaiwar,Birpur,Binodpur,Gorgama,Kaith,Kaithma,Maniappa,Noula,Pachamba,Panhas,Ramdiri,Rajawara,Safapur,Sahuri,Saidpur Ama,Shihma.Thehouseholds in the villages are referred to as the sampling unit, and the women staying in the house, who are involvement in cow. i.e., respondents of the research. The primary data collection was done through a questionnaire. Secondary data were collected from various newspapers, Internet, magazines, books and journals. Different statistical packages were applied for data analysis, like Excel sheets. Tools used for analysis were weighted average, mean, chi-square test.

3.STRUCTURE OF ANAND MODEL (THREE-TIER MODEL)



4.FINDINGS OF THE RESEARCH WORK

Showing Results of the Panchayats

Name of Panchayat	No of Families	No of Cows	No of Buffalo	Total Produce Milk (in Ltrs.)/day	Total Income of Milk in Rs./day
Babhangama	22	45	09	405	10125
Bagwara	17	35	05	250	6250
Bahadarpur	13	22	04	196	4900
Banduar	19	33	08	196	4900
Bhaiwar	21	45	03	465	11625
Birpur	16	31	07	199	4975
Binodpur	15	32	02	296	7400
Gorgama	09	16	01	116	2900
Kaith	12	35	05	235	5875
Kaithma	13	28	03	211	5275
Maniappa	17	36	06	276	6900
Noula	11	24	03	231	5775
Pachamba	13	23	11	223	5575
Panhas	14	12	22	228	5700
Ramdiri	16	35	03	263	6575
Rajawara	18	37	00	296	7400
Safapur	17	21	13	280	7000
Sahuri	09	19	00	171	4275
Saidpur Ama	13	27	03	258	6450
Shihma	15	39	07	432	10800
Total = 20	300	595	115	5227 Ltrs./Day	Rs.130675 /per day

Sources from Primary Data

5. DATA ANALYSIS AND INTERPRETATIONS

There are many families depend upon cattle because women rest time involvement in dairy industries, she has earn approximately Rs. 25/kg. Maximum milk produce 465ltrs in Bhairwar panchayet because this panchayet is a inertial and remote area and minimum 116ltrs in Gorgama panchayet because this panchayet is developed and nearby town. In this my research, I took 300 families in 20 panchayet of Begusarai District. All families earn through dairy product produced 5227ltrs/day and selling to Sudha Dairy & Ganga Dairy, then they earn approximately Rs. 130675/day, she has a large no of income from secondary sources many women is empowering through milk production. So I can say approximately 40, 00000/month revenue through milk production.

6. CONCLUSION

From the findings of the study we can conclude that the income of the respondent is dependent on the number of cattle reared, but the quantity of milk does not vary directly in proportion to the number of cattle reared. This occurs because, (a) all the cattle may not give milk at the same time; (b) at the time of artificial insemination the calving intervals are not timed properly among cattle; (c) difference in length of lactation; and (d) fertility problems in cows and buffaloes leading to low yield of milk. Due to these reasons, the quantity of milk varies, irrespective of the number of cattle reared, and so the monthly income also varies. The findings also suggest that respondents face price discrimination on the basis of the quality of milk, i.e., the fat content, but they do not face any price discrimination with respect to the place from which they supply the milk. As high as 86% of women have educational qualification less than SSC, however, this was not the prime reason for their non-empowerment. It could be due to the fact that still male dominance is prevailing in villages and therefore women lack empowerment as they still believe that only men can take crucial decisions. As 95% of women were married, hence it is inferred that the husbands take majority of the decisions. However, only 33% of males handle the dairy income of women. 55% of women keep the income with themselves, but still lack financial empowerment. In the remaining 12% cases, the income was handled by in the life of poverty-stricken families. A sizable number of families (76%) had more than four dependent members. This is the major reason for the financial crunch in their families. Thus, women did not have enough financial resource to obtain empowerment. Education level has not contributed to income. A large number of respondents (85%) have stated dairy income to be their primary source of income, out of which 76% had more than four dependent members in their family. This implies that the income is insufficient in the absence of other supplementary income. The higher cost of cattle feed is also one of the reasons for the financial crunch. Other secondary sources of income could not be generated due to lower educational qualification and higher level of other noneconomic responsibilities. The research also indicated that women were not enthusiastic about the idea of support floated by 'Sudha and Ganga Dairy' that the revenues generated from selling milk should be exclusively handled by women. They are still in the clutches of male-dominated society. The most preferred options by milk farmers to supply milk to Sudha and Ganga was the availability of year-end bonus, uniform prices based on the quality of milk and regular money receipts. These healthy practices should be continued. 'Sudha and Ganga Dairy' should address the burning problem of costly cattle feed. It should bring forth the issue to the notice of the government and try to arrange for subsidized cattle fodder. The one-time waiver of agricultural debt of farmers from banks provided by the government is not sufficient to help the farmers. Rather the government should set up a network to supply cattle feed at a subsidized rate to every district cooperative milk producing union, which in turn will supply the same to the milk farmers. This step would grant some relief to the milk farmers.

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