

Dairy Entrepreneurship and Rural livelihood of the sample farmers in North 24 Parganas District, West Bengal

Saikat Majumdar* & Debarati Majumdar Bhowmick†

Abstract

As dairy sector plays an important role in the rural economy, the dairy entrepreneurship and rural livelihood in North 24 Parganas district, West Bengal, with the specific objective to improve the standard of living of farm household as well as rural people through dairy farming, has been studied. The study consists of 100 sample households 50 from developed area and 50 from underdeveloped area. A good number of rural populations in the selected villages of the district are still depending on agriculture and allied sector especially dairy sector for their livelihood. However, due to lack of proper technical knowledge and awareness it is so difficult for dairy farmers to turn their farming into dairy preneurship.

Keywords: dairy entrepreneurship, North 24 Parganas district, rural economy, farming.

Introduction

The dairy sector plays an important role in the rural economy as well as in the socio economic development of rural households. It is the back bone of Indian economy and is the dominant sector in terms of employment and playing the significant role in sustaining the rural livelihoods of North 24 Parganas District. It has been recognized as an instrument to bring socio-economic transformation in rural areas. The dairy sector supports around 10 million members, farmers through one lakh cooperative societies existing in the country. The sector is the major source of income for an estimated 27.6 million people and the milk and its processing also provides employment. The overall contribution of Livestock Sector in total GDP is nearly 4.11% at current prices during 2012-13 (19th livestock Census- 2012, Ministry of Agriculture, Govt. of India). With the increasing population rural people are still facing the problem of

* Assistant Professor, Department of Rural Development, University of Science and Technology, Meghalaya.

† Research Scholar, Department of Zoology, University of Science and Technology, Meghalaya.

unemployment. Dairy farming is the solution to many economic problems like poverty and unemployment which are the main problems in rural areas.

With this background, an attempt is made in this paper to study the Dairy Entrepreneurship and rural livelihood in North 24 Parganas district, West Bengal, with the specific objective - to improve the standard of living of farm household as well as rural people through dairy farming.

Methodology

The present study was consisting of 100 sample households out of which 50 sample was taken from develop area and rest 50 sample was taken from underdeveloped area. The sample of households - developed and underdeveloped areas were collected by using Multistage Random Sampling procedure. In the first stage, North 24 Parganas District has been selected purposively. Then from the district, one developed and one under developed block was selected randomly. In the third phase, 5 villages have been selected randomly from each block. Finally from each village 10 sample dairy farmers was selected randomly.

C.G.R was also estimated in the present study. The following formula was used to compute the C.G.R. Where, x is the time variable, y is the variable for which growth rate is calculated and b is the regression co-efficient of Y on x. Now, Compound Growth percentage

$$(CGR \%) = (\text{antilog 'b'} - 1) \times 100$$

Result and Discussion:

Dairy farming in India

In India majority of rural population are still dependent upon agriculture and allied sector especially dairy sector for their livelihood. In the stage of unemployment and low growth rate in agriculture sector it is necessary to create an environment of sustainable agriculture by providing entrepreneurship in Agriculture as well as Dairy farming, which is the important pillar of rural development.

In India, agriculture is treated as a family tradition. The farming families those who are dependent upon the agriculture sector, they have to realize that it is not only their hobby; it is an important way of earning. Agriculture must be treated as an enterprise with good managerial background for the rural development as well as country's development. Sah (2009) state that developing entrepreneurship in dairy will solve the entire problem like (a) Reduce the burden of agriculture (b) Generate employment opportunities for rural youth (c) Control migration from

rural to urban areas (d) Increase national income (e) Support industrial development in rural areas (f) Reduces the pressure on urban cities.

Establishment of Agri-Business Centres

Agri-Business Centre scheme was launched in April 2002 with the objective to supplement efforts of Government extension system by facilitating agri graduates and diploma holders to provide fee based extension services to farmers. During 2012-13, subsidy of 7.64 crore was released for 203 units. Cumulatively, 18.57 crore was released for 740 units. (NABARD Report, 2012-13).

Table 1: Existing no of Agri Business Centers in India

Year	Agri. Graduates Trained	Agri-Ventures Established
2002-03	3058	416
2003-04	1110	457
2004-05	2977	783
2005-06	2902	1415
2006-07	3149	1081
2007-08	2742	1039
2008-09	2503	824
2009-10	2564	1111
2010-11	3224	1292
2011-12	4015	2139
2012-13 (Till 28th Feb.,2013)	3157	990
C.G.R. (%)	4.71	10.77

Source: Department of Agriculture & Cooperation, Directorate of Extension, Pusa, New Delhi

Constraints of Dairy development in rural area of North 24 Parganas District

1. A good number of rural populations in the selected villages of North 24 Parganas district are still depending on agriculture and allied sector especially dairy sector for their livelihood. Due to lack of proper technical knowledge and awareness it is so difficult for dairy farmers to turn their farming into Dairy Preneurship.
2. In the Absence of proper agri management system they are not able to establish their dairy farm in the villages

3. Lack of awareness and proper governmental initiatives caring the negative impact among the dairy farmers and their future generations also.
4. Sometimes they are not ready to take risk of making heavy investment and modern technologies for this farming system .

Strategy for establishment of Dairy farming

1. Awareness generation programmes regarding agriculture and its allied sector and its future among the rural people is necessary for promoting a good and successful Dairy farm
2. Establishment of Dairy Entrepreneurship Hubs
3. Active participation of extension agencies and government bodies.
4. Promote various skill development programmes among the villagers.
5. There should be a good network among government officials and farmers about various extension activities.

Conclusion:

Rural development is the dynamic process of development of the rural people through various initiatives, so that they can become self-reliant citizen of the country. For the development of the rural areas as well as whole country it is necessary to encourage the rural mass especially rural youth for take the initiatives of dairy farming because dairy sector plays a vital role for improvement of rural livelihood in North 24 Parganas District. There are many areas and sub areas in Agriculture. Within each area, enormous numbers of commodities are available. There is also much scope of improve production and productivity in Dairy Sector (Mondol and Ray, 2012). Therefore, it is required to train the jobless rural people, agriculture graduate youths and others, in Agri- business management as a Dairy entrepreneur for their socio-economic development.

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