

## **A Study On Satisfaction Level Of Women Entrepreneurs In Dairy Sector In Vanur Taluk Villupuram District**

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### **ABSTRACT**

Women entrepreneurs are in vital role in India, particularly in Dairy industry. Women entrepreneurs are helps to develop the dairy industry. This study was conducted in Vanur Taluk Villupuram District. The objective of the study is to find out the satisfaction level of women in dairy industry. The survey research method was applied for the purpose of collecting primary data. The sample size was taken 150 convenience sampling procedure was adopted for the study. A structured questionnaire was used for the data collection. The collected data were tabulated for a clear understanding. The analysis was done using statistical tools like chi-square; and simple percentage were used. From this study is understanding of women entrepreneurs and satisfaction level of women in dairy sector. They were satisfied with Family support and business profit; family members were giving good guidance to the women entrepreneurs.

**KEYWORDS:** Women Entrepreneurs, Dairy sector, Economic development.

### **1. INTRODUCTION**

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socio economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio economic conditions. Government of India has given due importance to women empowerment in the country and several schemes has been introduced for the upliftment of women entrepreneurs. Women workforce ratio in the country is increasing due to the increase in the women literacy rate in India. Dairy in India plays a crucial role in the rural economy that has the highest potential of generating income and employment through augmenting productivity of milch animals. Planners and policy makers have viewed it as an effective instrument of social and economic change. The implementation of various dairy development programmes/schemes by government of India has changed dairy farming scenario tremendously and helped the dairy entrepreneurs to obtain higher profits. India has the largest cattle and buffalo population in the world.

**2. REVIEW OF LITERATURE**

Ravinder and Pratap have expressed that Women play an important role in an agriculture sector in India. Their contribution is more significant and essential. In India Dairying is also the part of agriculture. Dairy production is of great importance for rural economy in India and women contribute significantly to this activity. This research looks at the potential of dairy cooperatives for women's entrepreneurship in rural areas and analyses the managerial abilities and assesses the socio- economic impact on the members by women co-operative dairy.

Manimekala and SubramaniyaBharathy have analysed that India has enormous potential for entrepreneurship development in terms of diversity of rural occupations. Livestock production is one of the promising sectors of entrepreneurship development in India. Development of entrepreneurship ensures optimal utilization of resources and facilities and value to product and services. The study revealed that women entrepreneurs were satisfied with Family support and business profit; family members were giving good guidance to the women entrepreneurs. So all type of family may support and encourage the women entrepreneurs, and then only they could reach their goal.

Mayilvaganan and Santhin have highlighted that the growth and development of women entrepreneurs required to be accelerated because entrepreneurial development is not possible without the participation of women. Therefore, a congenial environment is needed to be created to enable women to participate actively in the entrepreneurial activities. There is a need of Government, non-Government, promotional and regulatory agencies to come forward and play the supportive role in promoting the women entrepreneur in India.

Henry James and Satyanarayana have shown that the emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The challenges and opportunities provided to the women of digital era are growing rapidly that the jobseekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. It is high time that the country should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. Since 1980 the government of India has shown increasing concern for women issues through a variety of legislations promoting the education and political participation of women. There should also be efforts from all sectors to encourage the economic participation of women. Along with adequate training, institutional and financial support as a composite package needs to be encouraged. There are certainly a large number of unexplored areas where women can be placed as entrepreneurs. Therefore the need of the hour is necessity of growth of women entrepreneurship for any economy whether it is a large or a small country.

Imtiaz and Rana provides a cursory view Based on the findings, it could be concluded that veterinary hospital related problems were in higher extent faced by the small scale dairy owners. However In case of emergency they mostly depend on veterinary hospitals of DLS. High Input cost like medicine, vaccines etc. was one of the major problem due to not getting proper material support from government veterinary hospitals.

**STATEMENT OF THE PROBLEM**

The production problems are high cost of concentrates and non-availability of veterinary services were the severe problems and all most all the respondents in the study area opined that non-availability of green fodder during summer was the major problem in production of milk in their dairy unit. The respondents said that poor fodder quality, non-availability of fodder and high cost of fodder were not severe problems in maintenance of their dairy units. The overall view of the production problems in the study area revealed that high cost of concentrates was found to be the severe problem followed by non-availability of fodder during summer. The respondents viewed low milk yield and high cost of veterinary services under moderate category. More than two-third proportion of respondents opined that non-availability of water during summer, grazing land; concentrates and fodder were not severe problems in dairy units in the study area.

**3. OBJECTIVES OF THE STUDY**

This study has been done with the following specific objectives

1. To analyze the satisfaction level of women entrepreneurs in dairy industry in VanurTaluk Villupuram District.
2. To analyze the family support and business profit to women entrepreneurs in dairy industry in VanurTaluk Villupuram District.

**RESEARCH METHODOLOGY**

This study is an empirical one. The data and other information required for the study were collected from both primary and secondary sources. Primary data were collected from women entrepreneurs who are doing dairy business directly, using a structured interview schedule from February 2015 to June 2016 and the secondary data were collected from various sources of books, journal, articles, magazines and related web sites information.

**SAMPLING TECHNIQUES**

The research is, descriptive nature, based on the primary and secondary data has been collected from various sources as per the requirement. The target population of the study included 150 women entrepreneurs who are doing dairy business in Vanur Taluk Villupuram District. A Non-Probability, convenience sampling technique was used to survey. To obtain information, a structured questionnaire was formulated .Simple percentage, Chi-square and tool has used in this study.

**PERIOD OF STUDY**

The period of study was from October 2014 to October 2016. However, information and data pertaining to past several years became inevitable during the progress of the study and hence such relevant data are also used for analytical purposes.

**LIMITATIONS OF THE STUDY**

The study has certain limitations

1. The current study is covering women entrepreneurs in dairy sector only.
2. Only the Vanur Taluk Villupuram District has been selected as the area of study.
3. The study was made on the basis of questionnaire survey, so limitations of questionnaire may creep in study.

**4. SCOPE OF THE STUDY**

Women Entrepreneurship is one of the growing and emerging concepts which are not only directly related to the economic development but also Women empowerment, Women Entrepreneurship in Vanur Taluk Villupuram District and how the environment associated with the women entrepreneurship.

**SOCIO ECONOMIC PROFILE OF THE RESPONDENTS**

SL. NO.	PARTICULARS	FACTORS	TOTAL		GRANT TOTAL	
			T.N.R	%	T.N.R	%
1	Age (in year)	Below – 20	8	5	150	100
		26 -35	24	16		
		36 – 45	76	51		
		Above 46	42	28		
2	Monthly income level	Below 5000	31	21	150	100
		5001 – 10000	62	41		
		10001 – 15000	45	30		
		Above – 15000	12	8		
3	Educational Qualification	Illiterate	51	34	150	100
		School level	59	39		
		Graduate level	28	19		
		Others	12	8		
4	Marital status	Married	110	73	150	100
		Unmarried	40	27		
5	Type of family	Joint family	92	61	150	100
		Nuclear family	58	39		

Sources: Primary data 2016. (T.N.R: Total Number of Respondents).

**TABLE NO 1**

This table shows the profile of socio-economic status of women entrepreneurs in dairy sector. that is out of 150 respondents majority of 76 respondents are hailing from the age group of 36-45, 42 respondents are above the age of 46, 24 respondents are between the age group of 26- 35 and only 8 respondents are in the age group of below 20. Regarding monthly income of women entrepreneurs in dairy sector, majority of 62 respondents earn 5001-10000, 45 respondents earn 10001-15000 as their income, 31 respondents earn below 5000 as their monthly income and 12 respondents earn above 15000 in the dairy sector. Educational qualification of women entrepreneurs are categorized in four sections that is out of 150 respondents 59 are in the school

level, 51 respondents are illiterate, 28 respondents have gone to graduate level and 12 respondents have completed other business oriented education. Regarding their marital status 110 were married and 40 were unmarried. The type of family the women entrepreneurs live in were 92 respondents live in joint family and 58 live in nuclear family.

**BUSINESS PROFIT AND THE SUPPORT OF WOMEN ENTREPRENEURS**

SL. NO.	PARTICULARS	FACTORS	TOTAL		GRANT TOTAL	
			T.N.R	%	T.N.R	%
1	Satisfaction of Business Profits	Yes	139	93	150	100
		No	11	7		
2	Business profits allocated for kind of expenses	Family expenses	83	55	150	100
		Business development	17	11		
		Savings	31	21		
		All of the above	19	13		
3	Kind of support from family members while doing this business	Manpower	49	33	150	100
		Financial support	19	13		
		Guidance	30	20		
		Encouragement	11	7		
		Maintenances	35	23		
		Others	6	4		

Sources: Primary data 2016. (T.N.R: Total Number of Respondents).

**TABLE NO 2**

This table clearly gives data about the satisfaction of business profit in dairy sector. From the 150 respondents 139 respondents reported that they are satisfied with their business profits and 11 respondents said that they are not satisfied with their business profits. These women entrepreneurs in dairy sector have allocated their profits in four kinds that are out of 150, 83 respondents spend their expenses for their family, 17 respondents keep it for further development of their business, 31 respondents keep it as savings for future and 19 respondents spend this for above all the purpose. While doing this business, women entrepreneurs get six different kind of support from their family that is, 49 respondents get man power support from their family, 19 respondents get financial support from their family, 30 respondents get guidance from their family, 11 women entrepreneurs get the power of encouragement from their family to run the business, 35 respondents get maintenance support like feeding and cleaning of cattle from their family and 6 respondents receive other kind of support from their family for the betterment of business

**SATISFACTION IN THE DAIRY SECTOR**

<b>FACTORS</b>	<b>HS</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>WEIGHTED AVERAGE</b>	<b>WEIGHTED SCORE</b>	<b>RANK</b>
Business profits	38	15	29	41	27	839	4.99	2
Medical facilities to cattle	36	47	20	12	35	829	3.94	4
Land for rearing cattle	24	39	47	0	40	792	3.69	9
Support from family	46	36	23	30	15	841	5.16	1
Maintenance	37	24	28	15	46	816	3.71	8
Availability of required feeds	41	38	23	19	29	781	3.52	10
Government scheme	49	35	42	13	11	820	3.76	7
Supply of dairy products	50	48	21	18	13	826	3.81	5
Development of business	52	43	11	15	28	824	3.79	6
Finance	46	41	23	11	29	836	4.56	3

Sources: Primary data 2016.

**TABLE NO 3**

Satisfaction in the dairy sector has been ranked orderly from the views of women entrepreneurs. This table shows the visible ten kind of support for the development of business. these ten supports has been ranked in an order from the views of respondents, that is out of ten the first rank occupies the support from family, second rank goes to business profit, third rank is for financial support, fourth rank is for medical facilities to cattle, fifth rank is for supply of medical products, development of business occupies sixth rank, seventh rank is for government scheme, maintenance of cattle occupies eight rank, land for rearing cattle occupies ninth rank and the last tenth rank is for availability of required feeds.

**ASSOCIATION BETWEEN AGE AND SATISFACTION OF BUSINESS PROFITS**

<b>AGE / CHOICE</b>	<b>NO OF RESPONDENTS</b>		<b>TOTAL</b>
	<b>YES</b>	<b>NO</b>	
Below 25	12	3	15
26 to 35	24	6	30
36 to 45	42	19	61
Above 46	30	14	44
Total	108	42	150

Sources: Primary data 2016.

**TABLE NO 4**

This table shows the association between the age and satisfaction of business profits from the respondents. Out of 150 respondents 108 respondents were satisfied with the business profits and 42 respondents were not satisfied with their business profits. The majority of 61

respondents are between the age group of 36 to 45 and minimum respondents were in the age group of below 25.

### ASSOCIATION BETWEEN AGE AND SATISFACTION OF BUSINESS PROFITS

CHI-SQUARE VALUE	D.F	TABLE VALUE AT 1%	RESULT
10.723	6	16.812	Not Significant

**TABLE NO 5**

The calculated f value is 10.723 less than the table value 16.812 at 1 percent of significance. Therefore there is no significant relationship among the age with satisfaction of business profits in Villupuram District Vanur Taluk. Hence, the null hypothesis (H<sub>2</sub>) is accepted.

### FINDINGS

- From the present study out of total 150 respondents the maximum age of socio economic profile of the respondents are between 36-45 and minimum are below the age of 20.
- The study clearly says that a maximum no. of respondents 41% earns 5001 – 10000, and minimum no. of respondents 8 per cent earn above 15000.
- From the analysis it is found that a majority of 39 out 150 respondents have completed school level education and minimum 8 percent are in others category
- The survey says that maximum 73 percent out of 150 respondents are married and 27 percent of respondents are un married
- The study says that a maximum 61 percent of respondents out of 150 are living in a joint family and a minimum 39 respondents are living in a nuclear family.
- The table shows the details of satisfaction of business profits.
- From the survey it is clear that a maximum of 93 percent of respondents out of 150 are satisfied in their business profits and a minimum 7 percent are not satisfied in their business profits .
- From the analysis it is clear that a majority of 55 percent out of 150 respondents spend their profit for family expenses and a minimum of 11 percent respondents spend it for business development.
- From this study it is clear that a maximum of 33 percent of respondents out of 150 get manpower as a kind of support from their family members and a minimum 4 percent of respondents get other type of support from their family.

### 5. CONCLUSION

India has enormous potential for entrepreneurship development in terms of diversity of rural occupations. Livestock production is one of the promising sectors of entrepreneurship development in India. Development of entrepreneurship ensures optimal utilization of resources and facilities and value to product and services. The study revealed that women entrepreneurs were satisfied with Family support and business profit; family members were giving good guidance to the women entrepreneurs. So all type of family may support and encourage the women entrepreneurs, and then only they could reach their goal.

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