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**IMPACT OF ENTREPRENEURS IN THE DEVELOPMENT OF
DAIRY INDUSTRY – A STUDY OF SAMPLE UNITS IN
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ABSTRACT

The purpose of this paper is to investigate the factors which has impact of entrepreneurs on the development of dairy industry. The entrepreneurs perception and the availability of dairy products has a significant impact on usage of milk. As the customers are aware of consumption of milk and its necessity in the daily routine, the requirements are increased in order to match up that there are various number of entrepreneurs in to the dairy business. An empirical survey of customer perception conducted within the frame work of our research clearly reveals major, growing interest in startups in dairy. Based on the study, factors such as ease of availability of milk, better knowledge of feed and fodder, different variety of breeds, fresh milk, availability of variant milk products availability of milk at door step which in turn leading to the self improvement. The structured schedule was used as a research tool for understanding the role entrepreneurs in the development of dairy. The study has been conducted and collected primary data from 385 respondents residing in Hyderabad.

KEYWORDS: *impact of entrepreneurs, factors, dairy*

I. INTRODUCTION

Livestock is an emerging industry in India. With the livestock wealth, the country has risen and became a formidable force. The persistent and proliferating demands from the Indian customers have increased the scope and the intent of dairy industry. To promote entrepreneurship in dairy the government has started a scheme as 'Entrepreneurship Development Scheme' in September

2010¹. The World Health Organisation (WHO) had issued an advisory to the Government of India stating that if adulteration of milk and milk products are not checked immediately, 87 percent of citizens will be suffering from various severe diseases such as cancer by 2025. Its an immediate requirement of capable entrepreneurs in the development of dairy with providing safe and secured milk and milk products. The impact of entrepreneurs in the development of dairy industry depends on the increased production of milk as more consumption of milk leads to good health. Entrepreneurs are providing the variety of milk directly.

II. OBJECTIVES OF THE STUDY

The following are the objectives

1. To study the availability of variety of milk available by entrepreneurs.
2. To examine the feed and fodder arrangements by entrepreneurs.
3. To assess the development of entrepreneur.

III. RESEARCH METHODOLOGY

The study is based on both primary and secondary data. A self designed standardized questionnaire as the major tool for collecting primary data. For secondary data the sources are journals, Magazines, internet and other relevant manuals/publications, newspapers articles, authenticated websites and annual reports annual reports of NDRI (National Dairy Research Institute), Annual reports of Department of Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture & Farmers Welfare, Annual reports of Basic Animal Husbandry and Fisheries Statistics (BAHS) and other

published sources. For valid and reliable results, a purposive sampling method was used for entrepreneurs response with a sample size of 385. Data collected from the respondents has been coded and tabulated using MS Excel and findings has been drawn. Simple percentages are done.

IV. REVIEW OF LITERATURE

Cory R.A. Hallam, Gianluca Zanella(2017) his studies explored the informal entrepreneurship forming informal economies account for up to 70% of GDP in developing countries. This study was carried on 855 students in an emerging economy to apply for the theory of planned behaviour which studies the cognitive process of informal entrepreneurship in an intention to start the business. The factors for starting entrepreneurship were perceived desirability, because of cost regulations associated with formal entrepreneurship in an eco- system characterized by high levels of shadow economy.

V.G.Patel(2016) under a world Bank research project studied the three Gujarat experiments for promotion of entrepreneurship, i) The technicians and new entrepreneurship scheme of finance (TSNES), ii) Entrepreneurship Development Programme (EDP) and iii) The sheds construction programme for industrial infrastructure to assess the effectiveness of such innovative policies and programmes in new entrepreneurship formation.

The conclusions of the study are

- Programmes are effective and accelerating the development of Small Scale Industries.
- Potential industrial entrepreneurship is lying latent in a variety of castes, communities and occupational groups.
- Success in the ventures is the result of enterprise and competence rather than financial position of the entrepreneur.

- EDP's can address those with inadequate entrepreneurial and managerial capacities and industrial information and self-confidence.

Asif Yaseen, Simon Somogyi (2015) had studied the factors influencing the intention of agribusinesses to start up dairy related business in Pakistan. Using both the "Entrepreneurial Event Model" and "Determinants of Entrepreneurial Intentions" model, an integrative model is proposed and tested using survey data collected from 174 entrepreneurs in Pakistan's dairy industry. Results of partial least square structural equation modelling show entrepreneurial intentions are positively influenced by perceived desirability, perceived feasibility, perceived readiness, triggering event, and individual's conviction.

Andrej Jedik, Aldona Stalgienė (2014) analyzed the estimation of 'entrepreneurship ability in various dairy farms'. The study of this paper evaluates the entrepreneurial ability by using optimization methods. It reveals that the entrepreneurs with less than 20 cows are having the biggest share in the dairy industry of a country. The study was carried in Lithuania, Latvia, Estonia and Poland. It is found that Poland is performing better than other three countries.

V. VARIETY OF BREEDS AVAILABLE

Dairy entrepreneurs are maintaining different variety of breed of animals. As the bigger companies claim that they are providing different variety of breed animals milk to the customer which may or may not believe. But the entrepreneurs who reside in the neighbour next door can be believed as they supervise them personally they can directly go and choose the animal from which they get milk. Different grades of milk are available with the better breeds and healthier animal, in long run it leads to lesser investments. Different variety of breed of animals are explained below.

Table 1.1
Table showing different bovine cattle

		Frequency	Percent
Cows	NO COWS	301	78.2
	BELOW 5	41	10.6
	5 - 10	10	2.6
	11 - 15	19	4.9
	16 - 20	7	1.8
	21 - 25	2	.5
	ABOVE 25	5	1.3
	Total	385	100.0
Buffaloes	NONE	19	4.9
	BELOW 10	6	1.6
	11 - 15	116	30.1
	16 - 20	135	35.1
	21 - 25	32	8.3
	ABOVE 25	77	20.0
	Total	385	100.0

Source: Primary data

The table 1.1, it illustrates the distribution of the different bovine cattle held by the dairy entrepreneurs such as cows and buffaloes holding by the respondent. It can be observed that the entrepreneurs in the Hyderabad are concentrating on the buffaloes rather than cows. It is that 78.2 percent of

entrepreneurs not rearing any number of cows but in case of buffaloes it is only 4.9 percent. Even it is with the bovine cattle holding above 25, cows are only 1.3 percent and buffaloes it is 20 percent. The cows below 5 are held by the 41 entrepreneurs with 10.6 percent and the least percent of cows

holding is 0.5 percent under the category of 21-25. The highest buffalo holding is 35.1 percent in the category of 16-20.

Mostly the Cow milk is useful for infant children and older people which is supervised and select the cattle from which the milk to be taken, this is possible being in the locality where the customer needs. But it is sad to know that only

very few entrepreneurs are holding Cows that too by Hindu community in the Hyderabad. It is observed that almost all the entrepreneurs are holding the possession of adult female buffalo which indicates that there is a demand for buffalo milk rather than Cow milk especially in Muslim community as buffalo milk is required for growing up children.

Table 1.2
Table showing different Breeds of Cows

		Frequency	Percent
Hybrid cows	NONE	35	79.2
	Below 10	45	11.7
	11 - 15	16	4.2
	16 - 20	9	2.3
	21 - 25	4	1.0
	Above 25	6	1.6
	Total	385	100.0
Indigenous cow	NONE	372	96.6
	Below 10	5	1.3
	11 - 15	3	.8
	16 - 20	3	.8
	Above 25	2	.5
	Total	385	100.0

Source: Primary data

Table 1.2 reveals the different breeds of cows held by the entrepreneurs are Hybrid Cows and Indigenous Cows. Hybrid Cows are with 45 respondents with 11.7 percent implying the highest percentage of the holding under below 10, 16 respondents with 4.2 percent in the category of 11-15, under 16-20 holding 9 respondents with 2.3 percent are found, but the respondents with no hybrid cows are 305 forming 79.2 percent. Indigenous Cows with NIL holding are 372 with 96.6 percent, only 5 respondents with less than 10 indigenous cows with 1.3 percent, and under 11-15 and 16-20 with 3 cows

equally forming 0.8 percent and above 25 are 2 respondents with 0.5 percent. It can be understood that from the above table that the compared to Indigenous Cows more Hybrid Cows are held by the respondents.

Though there is a need for Cow milk but the availability is very less in the locality. As the customers assume less fat milk is not required to them. Even the possession of hybrid cows and indigenous cows is very less. And the breeds of hybrid and indigenous Cows are found in some of the specific areas such as Begum Bazar, Chappal Bazar etc.,

Table 1.3
Table showing different Breeds of Buffaloes

		Frequenc	Perce
Hybrid buffalo	NONE	71	18.4
	Below 10	7	1.8
	11 - 15	98	25.5
	16 - 20	110	28.6
	21 - 25	21	5.5
	Above 25	78	20.3
	Total	385	100.0
Indigenous buffalo	NONE	321	83.4
	Below 10	6	1.6
	11 - 15	35	9.1
	16 - 20	14	3.6
	21 - 25	1	.3
	Above 25	8	2.1
Total	385	100.0	

Source: Primary data

Table 1.3 reveals the different breeds of buffaloes held by the entrepreneurs are Hybrid buffaloes and Indigenous buffaloes. Hybrid buffaloes are with 7 respondents with 1.8 percent implying the lowest percentage of the holding under below 10, 98 respondents with 25.5 percent in the category of 11-15, under 16-20 holding 110 respondents with 28.6 percent are found to be highest number of respondents under this category, but the respondents with no hybrid buffaloes are 71 forming 18.4 percent. Indigenous Buffaloes with NIL holding are

321 with 83.4 percent, only 6 respondents with less than 10 indigenous buffaloes with 1.6 percent, and under 11-15 35 respondents forming 9.1 percent and 16-20 with 14

forming 3.6 percent and above 25 are 8 respondents with 2.1 percent. It can be understood that from the above table that the compared to Indigenous buffaloes more Hybrid buffaloes are held by the respondents. As the availability of Hybrid buffaloes is more than the Indigenous.

VI. FEED AND FODDER ARRANGEMENTS

Entrepreneur being in the same locality, the customers can have supervision on the activities of the entrepreneurs for carrying on the business such as the feed and fodder provided for the livestock. And also on which type of feed and fodder provided by the dairy entrepreneur. As it is observed that in some places it is found that the cattle are feed with plastic and waste papers on the roads. Supervision leads to good food in turn provide good and fresh milk.

Table 1.4

Table showing Feed and Fodder Management

		Frequency	Percent
Feed and fodder arrangement	PURCHASE	364	94.5
	SELF GROWN	18	4.7
	LEASE	3	.8
	Total	385	100.0

Source: Primary data

From the table 1.4 it is observed that the primary data exhibits that the entrepreneurs arrange feed and fodder are 94.5 percent of them purchase from the markets, 18 respondents are providing self- grown feed and fodder forming 4.7 percent and 3 respondents of the dairy entrepreneurs are taking the land on lease basis and growing the grass and providing to the cattle forming 0.8 percent. It is observed that the entrepreneurs out of 385, 364 respondents are depending on the market for the feed and fodder.

VII. DEVELOPMENT OF ENTREPRENEUR

The development of entrepreneur in turn indicates the impact of entrepreneur on the dairy industry. If economic position of the entrepreneur has increased, it indicates the development of standard of living or possession of the assets.

As drop of water makes an ocean, increase in the per capita income is that he is developing the society. Better education to their children, better health for his family and better life style. The kind of development, entrepreneurs economic position and assets possession are explained in the following table.

Table 1.5

Table showing different Entrepreneur economic position, development and assets possession

		Frequency	Percent
Economic position increased	YES	376	97.7
	NO	9	2.3
	Total	385	100.0
Kind of Development	No Improvement	9	2.33
	Better Education To My Children	36	9.35
	Betterment In Financial Position	56	14.5
	Could Be Able To Build A House	223	57.9
	Could Be Able To Acquire Some Assets	61	15.8
	Total	385	100.0
Assets holding by respondent	None	3	8
	Two wheeler	107	27.8
	Tv, Refrigerator	275	71.4
	Total	385	100.0

Source: Primary data

Table 1.5 shows the economic position of the entrepreneurs, indicates that the 376 respondents out of 385 have confirmed that their economic position has increased forming 97.7 percent and the respondents not satisfied are 9 entrepreneurs forming 2.3 percent. The table also shows the kind of development the entrepreneurs achieved are 223 respondents out of 385 had build a house forming 57.9 percent, 61 respondents could able to acquire some assets forming 15.8 percent, 56 respondents had improved their financial position with 14.5 percent, 36 entrepreneurs could able to provide better education to their children forming 9.35 percent and 9 respondents did not find any improvement with 2.33 percent.

Assets held by the entrepreneurs with none are 3 respondents with 0.8 percent, 107 respondents are holding two wheeler forming 27.8 percent and the entrepreneurs with TV and Refrigerator are 275 respondents forming 71.4 percent.

VIII. FINDINGS OF THE STUDY

1. Entrepreneurs were giving more preference to the buffaloes rather than the cows
2. It is found that the choice between the hybrid and indigenous buffaloes, hybrid buffaloes had the top priority by the respondents.
3. For feed and fodder the entrepreneurs are depending on the market to purchase.
4. Supervision of customers is possible only when the entrepreneur resides in the locality.
5. The economic position of the entrepreneurs has increased, this has found the kind of development they achieved and also the possession of assets.

IX. SUGGESTIONS

1. Measures to be taken in order to increase the Cows rearing, which is presently need of the Cow milk in the market.
2. The government should even take the initiation that the urban people should good and fresh milk by providing requirements to the entrepreneurs.
3. The availability of the fresh and good milk is the right of every children and old age person, this has to be taken care by government.

X. CONCLUSION

The availability of the entrepreneurs in the locality where the customer reside many people purchase milk and milk products, making it available means that entrepreneur are improving the society. Instead of depending on the government for jobs he earns on his own. There by reducing the responsibility of the government to provide jobs. Children are part of the society, improvement of children contributing to the better society. 'Self – Improvement means Society Improvement'.

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