

Sustainable Agriculture- A Case Study of Women Entrepreneur's in Dairy Activity

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ABSTRACT

Entrepreneurship development is an organized and continuous process. The present study was conducted to determine the impact of krishi vigyan kendra and Rural Development and Self Employment Training Institute on successful women of Dharwad district. Women entrepreneurs who undergone training on dairy activity and started their enterprise and became successful as an entrepreneur was selected by purposive random sampling method. Sample details was collected through secondary data from KVK, UAS Dharwad and RUDSETI Dharwad. The study concluded that krishi vigyan kendra and RUDSETI playing vital role in raising the economic status of women. KVK and RUDSETI play a positive role for empowerment of the women. Hence training programmes organized by KVKs for women had a great impact in Dharwad district.

Key words: *Entrepreneur, Entrepreneurship Development Programmes, KVK (Krishi Vigyan Kendra) and Rural Development and Self Employment Training Institute (RUDSETI)*

INTRODUCTION

Entrepreneurs are not only born but can also be trained and developed. Entrepreneurial development programmes help the potential entrepreneur to set up his own business enterprise appropriate to his abilities and liking. Entrepreneurship development is an organized and continuous process. Entrepreneurs can be developed through training, education and development. Inculcating entrepreneurial skills for setting up and operating business enterprise can be called

development of entrepreneurs. Entrepreneurial development prefers to enhance the skill and knowledge of entrepreneur through training and development.

KVK is designed to impart need based and skill oriented vocational training to the practicing farmers in service field level extension workers and to those who wish to go in for self employment. KVK is designed and devoted for imparting need – based, skill oriented short and long term vocational training courses.

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The KVK project is sponsored by ICAR and implemented by the ICAR institutes, agricultural universities selected voluntary organizations and some state departments of agriculture. The Krishi Vigyan Kendras provide intensive hands on training in various aspects of agriculture, horticulture, animal husbandry and so on to encourage unemployed farm youth and farmwomen to start their own agrobased enterprise in their locality. These KVKs would also conduct on-farm testing of various agricultural and allied technologies for refinement and conduct frontline demonstrations on oilseeds, cereals and pulses. Rural Development and Self Employment Training Institute (RUDSETI), is a NGO started by Veerendra Heggade, President, RUDSETI with joint efforts of Sri Dharmastala Manjunatheshwara Educational Trust (SDME), Syndicate Bank and Canara Bank as the sponsors. RUDSETI's vision is to transform the youth into productive assets by short duration interventions. The objectives of RUDSETI are to identify, orient, motivate,

train and assist the rural unemployment youth to take up self employment ventures, to take up research and development activities in entrepreneurship and rural development, to train village level workers to work in rural development, counselling and project consultancy.

MATERIALS AND METHODS

The study was undertaken with an attempt to know the impact of krishi vigyan Kendra on successful women of Unkal village of Hubli taluk of Dharwad district. The sample of the study comprised of rural women trained through various training programme. One women entrepreneur who undergone training and started her enterprise and became successful as an entrepreneur was selected by purposive random sampling method. Sample details was collected through secondary data from KVK, UAS Dharwad. A structured interview schedule was framed and pre-tested to find out any ambiguity. The data collected was tabulated and summarized.

Table 1: Case study of Mrs. Shakuntala Gurushantayya Charanthimath

Name of the entrepreneur :Mrs. Shakuntala G. Charanthimath
Name of District: Dharwad
Name of taluk: Hubli
Name of village: Byahatti
Age:42 yrs Marital status: Married
Education: SSLC
Family type: Nuclear
Family income annually : Rs.2,00,000

Profile of women entrepreneur

Mrs. Shakuntala was from a small village named Byahatti of Hubli taluk. She completed SSLC and got married to Gurushantayya who is an agriculturist and blessed with 2 children. Family has 10 arces of land in which they grow vegetables and grains (season wise) and also takes an contract around 5 acres of land.

Entrepreneurial Performance

Name of enterprise: Dairy
Year of training taken : 2011
Year of establishment : 2011

Mrs. Shakuntala was interested in social work, she had been elected as president of Bharatiya Janata Party at village level. She was interested to do own business in her home in her free time. With help of her relative she came to know about the training programme on dairy arranged by KVK. She attended training for two days.

The entrepreneur started her enterprise with her own interest and decision imposed by family members. After undergone training she gained knowledge and her husband also

equally supported to set up the enterprise. With family savings she started the enterprise at household level.

Production details

Product	Quantity
Milk	20 ltr per day
Milk collected from outside	100 ltr per day

Milk yield from the house is 20 litres per day (Rs.25 per litre) and milk collected from outside is 100 litres per day for which she gets commission. (Rs. 2 per litre). Her husband

helps to collect the milk from other home and sell the milk to Karnataka Milk factory for which she gets commission.

Income details:

Source of finance		Investment		Expenditure/month		Income/month	
Own	Rs.50,000	2 Jersey Cows	Rs. 47,000	Foodder	Rs. 4000	Milk from the enterprise 15-20 ltr/ day, Rs. 25/ltr	Rs. 12,000
Loan	—	Shed	Rs.3,000	Labour	Rs. 1000	Collected milk 100 ltr/ day, Rs.2/ltr	Rs.6,000
Total	Rs.50,000	Total	Rs. 50,000	Miscellaneous	Rs. 1000	Total	Rs. 18,000
Net profit per month: Rs. 12,000/-				Total	Rs.6000		
Net profit annually: Rs. 1,44,000/-							

The table 4.19.1.4 shows the details of income gained by the entrepreneur. A total of Rs 50,000 was being invested on 2 cows and shed Rs. 47,000 and Rs. 3,000 respectively. About expenditure per month for the enterprise was for fodder Rs. 4000, labour charge Rs. 1000 and miscellaneous Rs. 1000. The entrepreneur had expressed the details of income generated per month was Rs. 18,000 from home milk Rs. 12,000 and collected milk Rs. 6,000. This

results in the net profit per month was Rs. 12,000 and annually was Rs. 1,44,000.

Constraints faced by entrepreneur

Personal problems faced by the entrepreneur was low education level and responsibility of performing legitimate household activities. She had also faced some marketing linkage, transportation, variability in prices and competition.

Profile of women entrepreneur

Table 2: Case study of Mrs. Savitri Mahadevappa Kempasannavar

Name of the entrepreneur : Mrs. Savitri M. Kempasannavar
Name of District: Dharwad
Name of taluk: Dharwad
Name of village: Karadigudda
Age:51 yrs Marital status: widow
Education: illiterate
Family type: Joint
Family income annually : Rs.3,00,000 to 4,00,000

Mrs. Savitri was from karadigudda village of Dharwad taluk of Dharwad district. She is a house wife and blessed with four children. Her husband was agriculturist, after the demise of her husband, she took incharge of family and agriculture. Family annual income was Rs. 3,00,000 to Rs. 4,00,000. Family has 25 acres of land. She grows various grains, variety of vegetables based on the season and she also takes contract of other land. The income what she gets was only sufficient for family

expenses and labour. For children education it was not sufficient. She wanted to earn more money so that she can educate her children. She came to know about training programme on dairy which was arranged by Krishi Vigyan Kendra, with SHG group she approached KVK, they all took training on various programme. She undergone training in, Dairy, Soap powder making, Phenyl making and Agriculture.

Entrepreneurial Performance

Name of the enterprise : Dairy
Year of training taken : 2010
Year of establishment : 2010

She started dairy enterprise with her own interest, and she was only bread earner in the family. She had moderate knowledge about dairy enterprise. With her personal savings she started her enterprise at household level. She had 25 acres of land in which she grows grains

such as, channadal, wheat, jowar, safflower, and vegetables such as, onion, chillies, garlic, tomato, brinjal, coriander leaves, shepu leaves, spinach (season wise), and she also takes contract of other land.

Production details

Production	Quantity
Milk	20-24 ltrs per day

Income details of Dairy

Source		Investment		Expenditure/month		Income/month	
Own	Rs.45,000	2 kellari cows	Rs.43,000	Fodder	Rs.3000	720 ltr milk/month Rs. 30/ltr	Rs.21,600
loan	---	Shed	Rs.2,000	1 Labor	Rs.1000	Total	Rs.21,600
Total	Rs.45,000	Total	Rs.45,000	Miscellaneous	Rs.1000		
Net profit per month: Rs.16,600				Total	Rs.5000		
Net profit annually: Rs. 1,99,200							

The details of income earned from dairy is discussed in table 4.18.2.4.1 to start the enterprise she invested from personal savings Rs. 43,000 on cows and Rs. 2000 on shed and total was of Rs. 45,000. Expenditure per month for fodder is Rs.3000, labor Rs.1000 and miscellaneous is Rs.1000. the income generated from the sold milk will be Rs. 21,600 per month. The net profit per month is Rs. 16,600 and net profit annually was 1,99,200.

Personal constraints faced by the entrepreneur was low education level, lack of child care, responsibility of performing legitimate household activities. She faced some economic constraints like income derived was little and labor cost was expensive, conflicts with other workers was the social problem faced. lack of technical knowledge and also marketing problem like lack of proper market linkage, lack of proper storage facility, transportation, variability in prices, and competition was the problem faced by the entrepreneur.

Constraints faced by the entrepreneur

Table 3: Case study of Mrs. Renuka Hampannavar**Profile of women entrepreneur**

Name of the entrepreneur : Mrs.Renuka Hampannavar
Name of District: Dharwad
Name of taluk: Dharwad
Name of village: Maradgi
Age:38 yrs Marital status: Married
Education: 7 th
Family type: Nuclear
Family income annually : Rs.40,000

Mrs. Renuka was from Maradgi village of Dharwad taluk. Her husband is an agriculturist; she has 3 children. Renuka had studied upto middle school, she is also an agriculturist, income what they get from the agriculture was not sufficient for family. she was interested to start any enterprise on her

own which would be easy for her to maintain with her household work and agriculture activities. She was interested in dairy enterprise because of no knowledge she had stepped backward, by that time she came to know about RUDSETI training with help of trained members.

Entrepreneurial performance

Name of the enterprise :Dairy
Year of training: 2010
Year of establishment: 2011

She attended 1-week training programme on dairy through which she gained lot of knowledge. She started the enterprise with

own interest and also it was a decision of her husband. With her personal savings she started an enterprise at household level.

Production details

Product	Quantity
Milk	660 ltr/month

Income details

Source		Investment		Expenditure/ month		Income/month	
Own	Rs. 20,000	Shed/ equipment	Rs. 2000	Fodder	Rs. 2000	Milk 660 ltr/ month, Rs.25/ltr	Rs. 16,500
Loan	—	1 Murrah Buffalo	Rs.34,000	Miscellaneous	Rs. 1000	Total	Rs. 16,500
Total	Rs. 20,000	Total	Rs. 36,000	Total	Rs. 3000	Net profit per month: Rs. 13,500 Net profit annually: Rs. 1,62,000	

The details of income earned from dairy is discussed in table 4.19.3.4 to start the enterprise she invested from personal savings Rs. 20,000 on buffalo and Rs. 2000 on shed and total was of Rs. 36,000. Expenditure per month for fodder is Rs.2000, and miscellaneous is Rs.1000. the income generated from the sold milk will be Rs.

16,500 per month. The net profit per month is Rs. 13,500 and net profit annually was 1,62,000.

Constraints faced by the entrepreneur

The entrepreneur faced problem of lack of education and responsibility of performing legitimate household activities. Also faced economic problems like loans are not

sufficient and income derived was little. She faced marketing problems like lack of proper

market linkage, lack of proper storage facility, transportation and variability in prices.

Table 4: Case study of Mrs. Shantavva Yallappa Hulmani

Name of the entrepreneur : Mrs. Shantavva Yallappa Hulmani
Name of District: Dharwad
Name of taluk: Hubli
Name of village: Sulla
Age:34 yrs Marital status: Married
Education: SSLC
Family type: Nuclear
Family income annually : Rs.60,000

Profile of women entrepreneur

Mrs. Shantavva was from a village named Sherewad of Hubli taluk. She completed her SSLC and got married to Yallappa who is an agriculture labour and blessed with 1 child.. Mrs. Shantavva was interested to start a dairy

business so that income which comes from that would help for family expenses or savings for future. With help of her relative she came to know about the training programme on dairy arranged by RUDSETI.

Entrepreneurial Performance

Name of enterprise: Dairy
Year of training taken : 2011
Year of establishment : 2011

She attended training for 1 week gained knowledge regarding dairy enterprise and started business with her own interest. Her husband also equally supported to set up and helps to look after the dairy. She had started

the dairy enterprise with family savings at household level. She sale the milk to Karnataka Milk factory. Persons from KMF comes and collects the milk daily.

Production details

Product	Quantity
Milk	25ltr per day

Milk yield from the house is 25 litres per day (Rs.25 per litre)

Income details

Source of finance		Investment		Expenditure		Income	
Own	Rs.40,000	2H.F Cows	Rs.38,000	Fodder	Rs.2000	Home milk25 ltr/day, Rs. 25/ltr	Rs.18,750
Loan	—	Equipment / Shed	Rs.2,000	Miscellaneous	Rs. 1000	Total	Rs. 18,750
Total	Rs.40,000	Total	Rs. 40,000	Total	Rs.3000		
Net profit per month: Rs. 15,750/-							
Net profit annually: Rs. 1,89,000/-							

The details of income earned from dairy is discussed in table 4.18.4.4 to start the enterprise she invested from personal savings Rs. 40,000 on cows and Rs. 2000 on shed and total was of Rs.40,000. Expenditure per month for fodder is Rs.2000, and miscellaneous is Rs.1000. the income generated from the sold milk will be Rs. 18,750 per month. The net profit per month is Rs. 15,750 and net profit annually was 1,89,000.

Constraints faced by entrepreneur

Personal problems faced by the entrepreneur was having low education level and responsibility of performing legitimate household activities. She had also faced some marketing problems like transportation, variability in prices and competition.

CONCLUSION

Hence it can be concluded that KVK and RUDSETI playing vital role in raising the economic status of women. Many organizations centre are focusing in training women especially rural women through number of Entrepreneurship Development Programmes and skill development trainings. Women in greater number must come forward to empower themselves through such programmes. Hence training programmes organized by KVKs and RUDSETI for women had a great impact in Dharwad district.

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