

ANALYSIS OF ROLE PLAYED BY WOMEN IN DAIRY INDUSTRY IN AND AROUND GANNAVARAM, KRISHNA DISTRICT

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Abstract:The current study was conducted to analyze the role of women in dairy industry in and around Gannavaram, Krishna District. The survey research method was applied for the purpose of collecting primary data. The sample size was 140 and 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 weighted average and simple percentage were used. From this study it is understood that 42.15% of women are working in the area of collection of milk and pouring to collection centers, 10.71% in prepackaging, 9.28% each in administration and marketing sections. According to their socio economic profile 40% of the workers are middle aged and 37.14% of their income ranges from 10,000-15,000, 30% of them were having secondary education, 65% were married and 62.85% are unskilled.

Key words: *Women workers, Dairy sector, Socio economic profile, Satisfaction level.*

Introduction:India ranks first in buffalo milk production with 6, 51, 40,000 Metric tons and second in cow milk production with 5, 74, 00,000 Metric tons (FAO,2011).According to a report of world bank(1991), it has been estimated that 86% of total rural women are working for various agricultural operations. The role and contribution of women members of every rural family to dairying is not documented although known too well in rural India.

In India, livestock plays a multi-faceted role in providing draught power for the farm, manure for crops, energy for cooking and food for household consumption as well as the market. In animal husbandry women have a multiple role. Their activities vary widely ranging from care of animals, grazing, fodder collection, cleaning of animal sheds to processing milk and livestock products. In livestock management, indoor jobs like milking, feeding, cleaning, etc. are done by women in 90% of families while management of male animals and fodder production are effected by men. India's livestock production is largely in the hands of women. 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 where women are involved in various jobs. In fact animal husbandry is becoming feminized. The share of women in the total agricultural workforce increased from 70.5% in 1993-94 to 76.6% in 2004-05. Most of the animal farming activities such as fodder collection, feeding, watering, and health care, management, milking and household-level processing, value addition and marketing are performed by women.

Women accounted for 93% of total employment in dairy production (World Bank, 1991). Though women play a significant role in livestock management and production, women's control over livestock and its products is negligible. The vast majority of the dairy cooperative membership is assumed by men, leaving only 14% to women. With this background the present study was designed in Krishna district to analyze the role played by women in dairy industry.

Objectives Of The Study:

1. To analyze the satisfaction level of women workers in dairy industry in Krishna district.
2. To analyze the socioeconomic profile of women workers in dairy industry in Krishna district.

Limitations Of The Study:

1. The current study is covering women workers in dairy sector only.
2. Only the Krishna 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.

Methodology:The research is, descriptive in nature, based on the primary and secondary data that has been collected from various sources as per the requirement. The target population of the study included 140 women workers of dairy industry ranging from collection of milk from animals in the farm to level of packaging of various milk products in the Krishna district. A Non-Probability, convenience sampling technique was used to survey. To obtain information, a structured questionnaire was formulated .Simple percentage, and weighted average tools have been used in this study.

Table no 1: Total number of respondents interviewed.		
Various sections	Number	Percentage
Milking and pouring to collection centers	59	42.15
Raw milk reception dock	3	2.14
Processing	2	1.42
Pre packaging	15	10.71
Butter and ghee	11	7.85
By products processing	12	8.57
Quality control laboratory	8	5.71
Aseptic processing section	4	2.85
Administration	13	9.28
Marketing section	13	9.28
Total	140	100

Results And Discussion:The information collected from the women workers in the dairy industry from the questionnaire is assembled and tabulated below as socioeconomic profile and satisfactory levels of women workers.

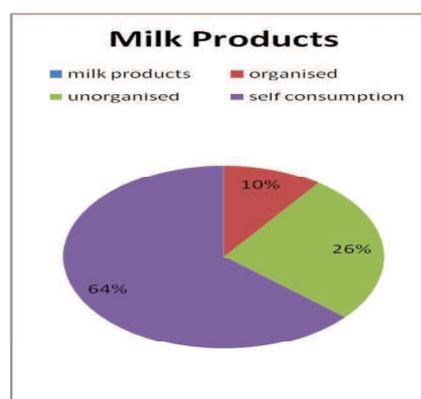
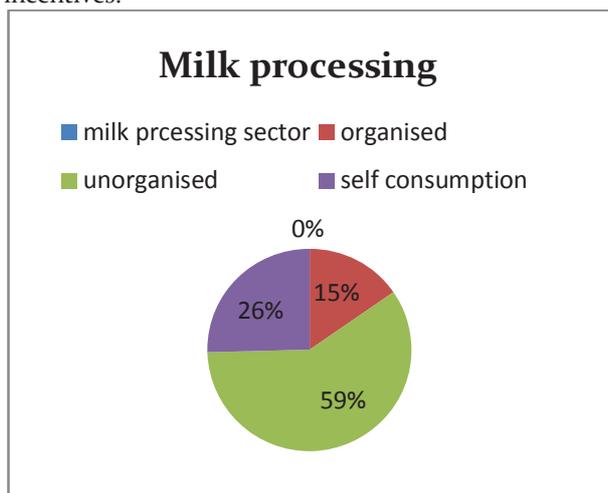
Table no. 2: Socio Economic Profile of the Respondents

Satisfactory level	Number	Percentage
Satisfied	127	90.71
Unsatisfied	13	9.28

From the above results it is observed that according to their socio economic profile 40% of the workers are middle aged and 37.14% of their income ranges from 10,000-15,000, 30% of them were having secondary education , 65% were married and 62.85% are unskilled .According to Food Processing Five Sectors Project it was estimated that 59.1 of milk processing is in the unorganized trade sector with 15.40% in organized sector and 25.40% of milk is for self consumption(depicted in diagrams below)(source CII Mc Kinsey FAIDA Report-Realizing the Potential). Milk in the unorganized sector is also mainly contributed by the women selling their milk in their nearby households and they are to be encouraged to bring their milk to the milk processing centers. In the milk products processing 63.70% is in the self consumption by home made products and only 10.10%is in the organized sector and 26.30% in unorganized trade (locally processed) (depicted in diagrams below). So, women should be encouraged in the organized sector as they are confined in the house hold and unorganized sectors by providing incentives.

Table no. 3: Satisfactory level of the Respondents

Age (in years)	Number	Percentage
Below 25	24	17.14
26-35	56	40.00
36-45	21	15.00
Above 46	39	27.85
Monthly income level		
Below 5000	32	22.85
5001-10000	52	37.14
5001-10000	56	40.00
Educational qualification		
Illiterate	83	59.28
School level	42	30.00
Graduate level	15	10.75
Marital status		
Married	91	65.00
Unmarried	49	35.00
Type of family		
Joint family	63	45.00
Nuclear family	77	55.00
Type of work		
UnSkilled	88	62.85
skilled	52	37.14



Conclusion:India has a huge population of livestock and ranks 1st in buffalo population and 6th in cattle population and ranks 1st in milk production. Women play a vital role in through the work force in dairy industry through their valuable involvement in various activities. They are involved significantly in Milking of the milch animals, feeding, cleaning in the house hold level, administration, packaging levels in the dairy industry. It was observed that40% of the workers are middle aged and 37.14% of their income ranges from 10,000-15,000, 30% of them were having

secondary

education , 65% were married and 62.85% are unskilled milking the animals and pouring to the collection centers, men operated machinery in cattle barns, where as women performed physical, manual work tasks.

Women were largely(90.7%) satisfied with their work in the dairy industry, women who were not satisfied with their work mostly seen at collection centers not getting remunerative prices for their milk.

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