

Women's Participation & Entrepreneurial Development in Dairy Industry - A Case Study of 'Gokul'

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Abstract :

In 2023, there were about 4.01 billion women in the world, which is 49.7% of the global population according to the World Bank. The main occupation of rural women is agriculture and Animal Husbandary. Empowerment of women depends on the experience they gain in work area and it is a part and parcel of efficiency of women in work, which is indirectly determined by the time factor involved. Today developments are being taken place in all the fields of society in India. Women play an essential role in the management of natural resources which are available to them. Entrepreneurship is an act which as an entrepreneur a person carried out. The role of rural women as a beneficiary in Dairy focused in this work.

This study is based on the personal interview with Mrs. Neeta Vijay Kamat, Manager, Mahila Leadership Development Programme, 'Gokul', District Kolhapur, who is engaged in empowering women in business of dairy. Invisible work of women of grass root level with 'Gokul Sangha' is highlighted in this paper. As far as economic growth and development are concerned, the contributions made by rural women in dairy are significant.

Industrialization brings women into the paid work force. With the changing social, political, technical and economic scenario women have proven that they can be better entrepreneurs and development managers in any kind of activities. Institutions are playing an important role in helping women and also to empower them.

There is huge number of women in country's business and if women's entrepreneurship is given the right boost, about 15 to 17 crore employment opportunities can be created.

Keywords: Entrepreneurship, Empowerment, Management, Beneficiary, Contributions.

In India, from a long time, women are one of the most important part of the family and it is the duty of the women to take care of the family and do all the household works. But as the time changed it compelled Indian women to go outside the threshold of the houses and start earning bread and butter for the families. Today, India needs dynamic and energetic entrepreneurs who will bring innovation to the organization, technology and products and women entrepreneurship is a tool to cope up with this challenge.

Women make up 49.7% of the world's population. The main occupation of rural women is agriculture and Animal Husbandary. Empowerment of women depends on the experience they gain in work area and it is a part and parcel of efficiency of women in work, which is indirectly determined by the time factor involved. Today developments are being taken place in all the fields of society in India. Women play an essential role in the management of natural resources which are available to them. Entrepreneurship is an act which as an entrepreneur a person carries out. As women empowerment is increasing so rapidly all over the world and women are starting their own business and getting greater control over their personal as well as professional lives (Empowerment of women (Dr.Pankaj Shah and Mr. Ashutosh Shah P.119). Entrepreneurship can help the Indian women in economic independence and improving their social status.

Female majority owned (51% or more) small business constituted nearly 30% of all business with a 42% growth rate between 1997 and 2006 (Centre for Women's Business Research, 2006, Pg. 2). The majority of small business are the primary source for job creation and innovation yet approximately 66% of the establishment fail in the first 4 years of operation (Knaup, 2005, Pg. 51). But Dairy Industry which is carried by rural women plays significant role in their socio-economic empowerment in the society.

Area of Study -

'Gokul Milk Production Sangha' played an important role in Dairy Industry. The quality of milk and milk products maintained by Sangha is appreciating. The study is limited to 'Gokul'. This Sangha was chosen due to the work they have done for the development of rural women through 'Mahila Leadership Development Programme', which was started since 1989.

Limitation of Study -

Kolhapur District consisting of 12 talukas. There are 1122 villages in the 12 talukas. Gokul Sangha having 4800 dairies in Kolhapur District out of which 1100 dairies carried out purely by women members.

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Review of Literature-

Research studying women entrepreneurs have tended to use the motivations and growth pattern of female entrepreneurs as their standards (Anna et. Al., 2000). It is clear that women are strongly represented in all categories, thereby making a crucial contribution to the enterprises, to household incomes and to the economy in general (Gerry Finnegan, 2000).

Many of the Indian women involve in the business with family members they are not the passive participants. Perhaps women feel the need to go into business with male family members in order to avoid discrimination. They were trained and highly motivated to go into the business. They did not measure the success only by the financial criteria but by more complex set of variables. They face a unique set of barriers within the Indian environment but managed to cope up by many tactics and strategies (Elaine G. Porter & K.V. Nagarjuna).

The welcoming factor is the economic factor in which government of India has started several funding programs specifically for the women entrepreneurs and a large number of women are using this facility (Malika Das). Women entrepreneur are those women who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise (Mrs. Shilpee Adhikari, 2008).

Research Objectives -

- The study is aimed to provide the profile of women entrepreneurs in the given region.
- 1) To examine the Mahila Leadership Development Programme carried out by "Gokul Sangha".
 - 2) To analyze participation of Women and Entrepreneurial Development in dairy under this programme in Kolhapur District.

Role of Gokul' - Benefits to Mahila Members

National Dairy Development Board made recommendations about the training programmes to create awareness and educate the farmers about the milk products, economic development, decision making etc.

In 1989 'Gokul' made provisions to provide training to women under 'Mahila Leadership Development Programme'. There are 4000 members in which 3300 are mixed members dairy and 700 are purely mahila dairy. Kolhapur district consisted with 12 talukas covering 1122 villages. Every member gets money of milk after every 10 days. The cost of the milk is based on the fat content in the milk, which is tested by milk tester. Women get additional benefits of bonus at the eve of Diwali festival.

In 1995, they adopted 308 villages for the betterment of female members. They created awareness about health, hygiene, self-development etc. Results of capacity building activities were seen in November 2011 and 1 lakh calves were ready for milk in Kolhapur District.

In October 2005, 'Gokul' introduced other capacity building activities like calf rearing, grassing, medical facilities, which they paid subsidy. Gokul trained total number of trainees 403773. They formed 45 innovative groups for monitoring the villages and various activities. They interacted with Mahila members and created awareness for guidance and helping in upliftment of her business. Every month there is a meeting of the group with other Mahila members. They also send the report to the institution. There were directions by Gokul to innovation groups for further work and developments.

At present, in Gokul Sangh 3,25,000 are mahila members working for dairy industry.

Future plan of 'Gokul' -

(1) Gokul have **self helped groups** consisting of 52,000 members which are unregistered.

They want to develop and aware these groups and get benefited with various activities through Mahila Leadership Development Programmes.

(2) Gokul want to inculcate the knowledge of **gender equality** to the family at grass root level.

(3) For the better health of animals Gokul want to check the animals monthly and want to facilitate with **vaccination**.

(4) They want to provide **chaffcutter** to the farmers or members for the protection of animals.

(5) Gokul want to provide emergency **medical services** for animals at remote areas through medical experts.

Discussion -

Actually, women are the 'Karta' of the family. She is doing everything for the growth of the family. Her involvement in household work was appreciating but she was not passive participant in the family. Thus, credit always goes to male due to the patriarchal pattern. In 1989, Gokul made study on the issue that women are working in all ways but they are not benefited.

Thus, Gokul' made an effort for the development of women through dairy industry.

The social, technical and economic development of women developed the family also. These women made their children literate and she handled all the transactions of family very efficiently. She could involve in social activities and took initiative for the development of society.

Findings-

(1) Training in entrepreneurial attitudes should start at the high school level through well designed courses.

- (2) The leadership programmes should go beyond subsidies and credits allocation to attitudinal changes, group formation and other support schemes.
- (3) Train the women for confidence, methods and techniques of self defense.
- (4) Group should also encourage the women entrepreneurs through capacity building programmes.
- (5) Dairy industry is profitable and brings wealth but at the same time it must protect the health of the people.
- (6) Innovative groups plays an important role in the development of female members working in dairy. Thus, the activities of innovative groups must be increased for social benefit.

Conclusion -

Independence brought promises of equality and opportunities in all spheres to the Indian women. Dairy industry is a potential area where women entrepreneurship should be increased and government should take efforts for women's socio-economic empowerment. The rural women's approach towards dairy business is that her dairy is producing the best quality of milk which is more healthy and nutritious.

There is a significant increase in the number of women in the country's business and if women's entrepreneurship is given the right boost, about 15 to 17 crore employment opportunities can be created.