Chapter 18
A Study in Rural Areas of Southern Karnataka Districts in Dairy Farming Challenges Faced by the Entrepreneurs

M. S. Naveen Kumar
Jain University, India

S. Ashwini
Government First Grade College, India

G. M. Rajeshwari
REVA University, India

B. G. Guruprasad
Jain University, India

Sheetal V. Hukkeri
Jain University, India

Dilmurod Nasimov
Academy of Public Administration, Uzbekistan

ABSTRACT

The purpose of the study is to shed light on the challenges faced by the current dairy farming entrepreneurs. The study aimed to identify the establishing and operational challenges of dairy farming entrepreneurs. Irrespective of age, gender, financial background, formal education, and experience, people will enter dairy farming. For everyone who is willing to start their farm and who is running their dairy farming, the current study will help them to identify the possible threats to the business. The main purpose is to give a prepared mindset for the potential entrepreneurs to be ready with their strategies to overcome these challenges. The study collected the available research articles on dairy farming. A structured questionnaire was administered and collected the data. Two hundred twenty-eight dairy farmers were taken as the sample, and exploratory factor analysis (EFA) was used to identify the factors with the help of SPSS. The study identified that the land and labor issues are the biggest challenges for dairy farming.

INTRODUCTION

In rural India, people are starting their enterprises since they are looking out for their income (Gautam and Mishra, 2016). Dairy entrepreneurship has given life to many people who have started businesses with very little capital and people with high capital, along with differences in their educational backgrounds. Dairy entrepreneurship size is moderate in size in India (Shah. et. al., 2010), But it isn't easy to start an enterprise the rural India (Patel & Chavda, 2013). Some people have tremendous success in their farming at the same time. There are quite a lot of people who have experienced that dairy farming doesn't suit them, and also, it isn't easy to make a profit out of this business. Hence, the study has taken to identify the challenges faced by dairy farming entrepreneurs, which is going to address and throw light on the vital issues of this business. Marketing problems, water supply, finances, and transport were commonly faced by them (Sathya, 2019). The study aimed to bring to the notice the potential dairy farmers hence, they can have different strategies to meet these challenges to run the business successfully. Technological advancement will help rural industries (Barber et al., 2021).

Literacy, less technical knowledge, difficulty in accessing resources and services, lack of communication facilities, risk aversion, and lack of skilled labor (Lavanya et al., 2014). The problems of acquiring the cost of the land or even taking them for lease or rent also is a challenging job. Entering dairy farming without having sufficient capital to meet all expenses and bear them till the business reaches the break-even point (Chaurasiya et al., 2017). Hence, they have to be very careful with respect to the capital they are bringing in the other difficulties like meeting high labor turnover, the threat of health issues for the cattle, housing arrangements, bearing the delayed payment, and having the strength to buy the feeds and other supplements for the cattle in different environmental circumstances makes this business bit difficult. Marketing issues are quite common for rural dairy entrepreneurs (Mohapatra et al.,2012).

Many obstacles prevent the dairy industry in India from expanding and becoming more productive. One of the main problems is the low productivity of cattle ranches, which is caused by the ignorance of farmers and the poor quality of veterinary care. High animal mortality rates, as a result, affect total productivity. These problems are made worse by antiquated farming practices, ineffective supply networks, and difficulties in keeping up with immunization and medical records (Qureshi et al., 2016).

Numerous studies emphasize how livestock farms need to modernize. Productivity can be greatly increased by putting systematic methods and cutting-edge tactics into practice. Farmers use a wide range of diversification tactics, which highlights the significance of customized solutions based on the unique context and expertise of the farmers involved. The unique problems that young farmers inheriting older farms face call for a focus on succession planning and equity creation. The identification of financial planning and smart animal procurement is deemed vital for success in these types of situations.

Furthermore, the examination of both successful and unsuccessful dairy farms highlights how crucial it is to maximize expenses and the use of available infrastructure. When profit margins are shrinking, this optimization becomes essential. An entrepreneurial mindset on farms makes them more capable of overcoming these obstacles. Dairy farming also needs to adjust to climate change while maintaining profitability and sustainability (Khanum et al., 2022). It is crucial to discuss the variations between industrialized and emerging dairy countries' breeds, diets, welfare standards, and technological advancements. For efficient dairy production, a blend of modern and traditional methods tailored to local constraints is advised. In India, the dairy sector is essential to addressing agricultural uncertainty and preventing malnutrition. Its potential is hampered, nonetheless, by farmers' ignorance, restricted access to technology, and difficulties with livestock insurance. Encouraging sustainable growth, enhancing farmers'

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