

## Women Entrepreneurship: A Successful Case Study of Mulkanoor Women's Cooperative Dairy (Swakrushi Dairy)

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Received: 4.11.2017 | Revised: 15.12.2017 | Accepted: 19.12.2017

### ABSTRACT

*In rural India, livestock plays a multifaceted role in providing draught power to the farm, manure for crops, energy for cooking and food for household consumption as well as creates rural employment and improves rural economy. Women play an important role in dairy farming sector. Look after the livestock farming practices besides their day-to-day household chores. So women must be paid their share from the income generated from livestock farming. Livestock sector provides employment to 18 million people of which nearly 70 per cent of them are women. Further, dairy sector is the major source of income for an estimated 27.6 million people<sup>8</sup>. Though women play a significant role in livestock management and production, they could not find appropriate place in decision making on livestock farming. In this background, the study on Mulkanoor Women Cooperative Dairy, community enterprise with wide range of customers, and working for the livelihood enhancement of large number of rural milk producers, has been carried out.*

**Key words:** Women Dairy cooperatives, Entrepreneurship, Empowerment

### INTRODUCTION

Women contribute 60 – 80% of rural agriculture labour and are extensively involved in various farm operations and agricultural activities. In animal husbandry, women have a multiple role and their activities vary widely ranging from care of animals, grass cutting, fodder collection, cleaning of animal sheds, processing of milk into products, to collecting and processing dung. In low rainfall, semi-arid and arid areas much of the work with regard to

animal management has to be looked after by women due to migration of males for work. Women undertake dung composting and carry farm yard manure to the fields. Women also prepare cooking fuel by mixing dung with twigs and crop residues. Rural women were found to devote 90 per cent of labor force in livestock farming. About 75 million women as against 15 million men are engaged in dairying in India<sup>2</sup>.

**Cite this article:** Ramesh, N., Kannadhasan, M.S., Srinivas, J., Anbazhagan, K., Parthasarathi, B.C. and Rajendraprasad, A., Women Entrepreneurship: A Successful Case Study of Mulkanoor Women's Cooperative Dairy (Swakrushi Dairy), *Int. J. Pure App. Biosci.* 6(1): 556-561 (2018). doi: <http://dx.doi.org/10.18782/2320-7051.5970>