



ROLE OF DAIRY SECTOR IN WOMEN EMPOWERMENT

(With Special Reference to Devbhog Milk Dairy)

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"empowerment isn't about making women strong. Women are already strong. It's about changing the way the world perceives that strength."

Women's empowerment fundamentally refers to the ability of women to control their own life in terms of politics and social economy in order to live independently. Women's empowerment is the process of elevating their status within the social order. Like men, women now contribute to the dairy industry. Women in India currently have the same rights as males and are free to join any service. For the majority of developing economies, agriculture is the bedrock. We are aware that the agricultural industry forms the backbone of our economy, providing the essential components for human life as well as the raw materials for the manufacturing sector. The dairy industry is a subset of agriculture. Farmers in India engage in dairy industry since agriculture is insufficient to support their livelihoods. India produces 18% of the world's milk, followed by the United States, China, and Pakistan. Indian rural women are now adopting the dairy industry as it continues to employ women and improves the financial situation of their families. The Indian government has prioritized the empowerment of women in the nation, and numerous programs have been launched to allow rural women to work in dairy farms. Dairy work includes significant roles for rural women. Women tend to the animals' needs and provide food for them in the majority of the nation's regions. For the dairy cooperative movement to be strong in the long run, increasing the participation of

women is ideal. Today, the dairy industry not only improves the financial situation of rural women, but also gives them more power so they may improve their standard of living. The goal of the current article is to investigate how the dairy industry contributes to government initiatives aimed at the advancement of women. The corona virus that causes Covid-19 is a recently identified corona virus. The majority of those who contract the corona virus develop mild to severe respiratory illness and recover without the need for special care. Covid has a variety of effects, but it predominantly affects rural areas. Since milk prices are so low right now, most milk producers are suffering from financial losses. Present research paper shows that the impacts of corona, importance of women in dairy farming and government schemes to increase the contribution of rural women empowerment in Chhattisgarh.

Keywords:- dairying, covid, women empowerment, dairy sector, agriculture, co-operatives.

INTRODUCTION:-

80% of the people in India is directly or indirectly involved in agriculture, which is the foundation of the country's economy. The world's greatest population of cattle is found in India. As of 2011 (NDDB), India had a sizable and diverse agricultural sector with 10% of export earnings, an average of about 16% of GDP, and agriculture contributes about 14% of India's economic output. However, agriculture is insufficient to provide income to the farmers, so the Indian people and farmers engage in the dairy industry. It is one of the crucial supporting industries for the rural economy, advancing national development, and enhancing the financial standing of the underdeveloped nations. India is the world's largest milk producer and has one of the fastest growing agricultural sectors. Through a number of Central Sector Schemes, including the National Program for Bovine Breeding and Dairy Development (NPBBDD), the National Dairy Plan, and the Dairy Entrepreneurship Development Scheme, the GOI (government of India) is working to boost the dairy industry. Intensive Dairy Development Program, Strengthening Infrastructure for Quality & Clean Milk Production, Assistant to Cooperatives, and National Project for Cattle Breeding were amalgamated into the restructured Scheme NPBBDD with a budget allocation of Rs. 1800 crore. to be carried out throughout the twelfth five-year plan (dadf.nic.in). India is currently "the oyster" of the dairy business. In India, milk and milk products are an integral part of a person's diet and no other single natural item can compare to milk and milk products in terms of nutritional value. For millions of rural Indian homes, milk production has been a tradition for many years. One of the most important international businesses, the Indian dairy sector has a significant impact on the country's economy. A significant part of creating revenue and job possibilities is dairy farming. It is challenging to see how quickly the dairy industry in India is modernizing and changing. Credit for this modernization and change goes to dairy cooperative societies and their Operation Flood Project, whose work has aided many multilateral organizations, including the European Union and the world bank, World Food Program & food and agriculture organization. The market for milk products in India is thought to be worth 10 billion US dollars, according to NIIR. Given that India produces 13,000 Cr kg of milk on average annually, making it the world's largest producer of milk, this data highlights the importance of Indian dairy goods to the country's economy. The Indian dairy industry has

made a considerable contribution to the country's GDP, and the value of its output has increased significantly. The milk industry currently makes up 4% of the GDP, and there are 394 grams of milk available per person each day. According to projections, the country's milk consumption will reach 200MT per day in 2021–2022. Such initiatives for the dairy industry are being introduced by departments like NDA (the national dairy association) and NABARD (the national bank for agriculture and rural development) in order to enhance the economic situation of rural areas. The National Dairy Development Board was founded in 1965 with the goal of advancing the dairy industry by funding it and providing farmers with subsidies. Programs and initiatives of NDDDB supported national policy and strengthened farmer's dairy cooperatives. Over 6 billion people eat milk and milk products globally, most of whom reside in developing nations, according to the FAO. Nearly 50% of the milk produced in India is consumed by the rural population, with the remaining 50% going to home consumption.

DAIRY AND WOMEN EMPOWERMENT :-

Women's rights and responsibilities are encouraged to be asserted both privately and publicly through women's empowerment. Rural women in India are still underrepresented, and illiteracy is the main cause of this. Less educated women can find employment in the dairy industry to support their families. In rural areas, dairying has long been seen as a source of unique employment. Dairy production is an example of a work that rural households without land can also carry out. Cooperative societies support dairy production by boosting benefits and marketing opportunities. In managing farms, homes, and animals, women are crucial. Successful dairy employment not only raises rural women's socioeconomic level but also gives them a reliable and persuasive source of income. Women play a crucial role in agriculture and animal husbandry development. Even though women make up the majority of the livestock production workforce in India, their work is often unnoticed. Collection of fodder, grazing, feeding, watering, cleaning of animals and sheds, and milk selling are all part of dairy farming. Within the confines of the houses, it is possible. Women are fully employed in the agricultural sector's gender-based labor divisions, while men typically handle all of the work involving machines and dried animals.

Building a woman's independence and developing her sense of inner strength is the process of woman empowerment. Chhattisgarh's dairy industry is largely run by women. When it came to dairy output, women worked longer than males. One of the key components of empowerment is training, which can help rural women gain information, enhance their skills, and alter their attitudes. The most important areas of instruction in dairy farming included breed selection, nutrition, animal pregnancy, compounding balanced feed using substances that could be found nearby, health care, and banking and insurance. The trained dairy farm women had a higher overall adoption rate than the illiterate dairy farm women. In Chhattisgarh, women have historically taken part in cooperative dairy and animal husbandry projects.

The poorest groups in Indian society are those who labor in agriculture, particularly women. The government has created numerous programs today to enhance women's self-confidence, awareness, and contribution to the Indian government's dairy industry. Starts with establishing milk cooperative societies, conducting skill-oriented and long-term training programs, assisting entrepreneurship through microfinancing, offering veterinary services, planning routine immunization programs, adding value to traditional milk products, and so forth. Initially, women were viewed as workers, but today Women are made up as active members of the management committee and members of the board thanks to government initiatives and programmes. The following are some government initiatives/programs to boost rural women's contributions.

Women's Dairy Cooperative Leadership Programme (WDCLP):-

The Dairy Cooperative Leadership Program (WDCLP), which promoted women's participation as active leaders of cooperative associations, federations, and committees, was launched as a pilot program in 1995 with the goal of strengthening the dairy cooperative movement. The milk unions were assisted by NDDDB in a number of ways to carry out WDCLP objectives. The main strategy of the WCDLP program at the village level in the Milk Union was to train a local woman to get her in the right place. Women were asked to participate in the training to develop their secret capacity.

Women Dairy Cooperatives (WDCs) :-

Cooperative milk producing associations receive financing from the Ministry of Human Resource Development, which offers "help for training and job programs." In accordance with this policy, dairy cooperative organizations link women not only with management but also with milk producers. The STEP is valued by NDDDB since it promotes women's involvement in dairy cooperative societies. Additionally, STEP supports all women's milk cooperative societies by providing funding.

Women Thrift Groups (WTGs)

The Women Thrift Groups Program was initially implemented by NDDDB as a trial project. Savings group organization in milk associations is thought to be a crucial part of the milk dairy cooperative leadership program. The group members (women) pool their resources and receive them directly or as loans; this money also aids in the purchase of livestock and in maintaining it throughout the busy season. The crucial point is that it gives women opportunity to improve their social engagement while continuing to provide them with cash from milk sales.

National dairy plan phase 1 (NDP-I):-

The goal of NDP was to improve the quality of inputs and services provided to farmers while making scientific services available to milk producers through the use of scientific and systematic methods in the organized milk processing sector. A minimum of 30% of productive female members are the aim for all projects that have been approved under NDP-1. For each EIA in this project, there will be a lady extension

officer who will seek to promote the values of women in the institute and ensure that they participate; women make up the majority of the dairy workforce. The NDP-numerous I's initiatives offer assistance to female institutions as well, enabling them to function as milk establishments.

Research of women's involvement in dairy cooperatives in Chhattisgarh, with a focus on the durg division. The study suggests that even if the dairy cooperatives are giving their female members ample services, the way in which they are operating is subpar. The majority of members are happy with the efforts made by the societies to improve the effectiveness in marketing the milk produced by the women members, but women members still encounter a number of issues, such as receiving a low price for their raw milk, having only a portion of the milk collected, a lack of transparency, an uninterested staff, and delays in receiving payments.

An effort has been made to present the published literature on the many aspects of the dairying in India, taking into account some constraints of studying the dairy vocation in India. Findings from a study conducted by Sara WaliQazi et al. (2013) have been reviewed in this paper titled Women Empowerment Through Micro-credit. It was discovered that women who participate in any type of work and earn money share responsibilities with men and are involved in making decisions for their households. They also have the autonomy to make decisions, interact with society, and participate in the market, despite cultural limitations. The results have moved forward. It has been determined that transitional qualitative shift for the empowerment of women is necessary due to the fact that non-working women depend on males for better education for their children and other activities. Changes in relationships and in the control process, for instance. In Pakistan, microfinance is a crucial instrument for empowering women. When preparing financing, it should be done holistically and women from lower socioeconomic levels should receive it appropriately. According to research, women's political and social stature, as well as their financial situation, have improved thanks to the use of microcredit. *Krishne Gowda and Meera, M. (2013) In this study, the situation of rural women in rural cooperative societies in Karnataka was examined. Information was gathered through interviews with 160 women from various WDCs (Women Dairy Cooperatives), who mainly discussed issues related to income growth, access to cash and credit, husband income knowledge, financial empowerment, financial independence, and financial autonomy. Using a before-after methodology, it was found that once women joined WDCs, annual dairy income grew by almost three-fourths. Dairy cooperatives play a significant role in helping women access loans, employment opportunities, and other financial services. It gives women who want to become more economically independent some guidance. Esther Duflo (2012) this paper Empowerment and Development both the parties Relations have been reviewed the gap between men and women has grown as a result of economic progress, lack of poverty, and educational opportunities. When income causes poverty to decline, gender inequality also declines and women's conditions improve, which benefits everyone's wellbeing, including women. The advancement of women's decision-making abilities in front of general conservatism is particularly important for understanding what it means for women to be empowered. One the one hand, economic growth by itself is insufficient to guarantee advancement in key areas affecting women; on the other hand, women's empowerment in some areas also contributes to improvements in children's welfare (partially in the areas of health and nutrition) and some*

other areas (such as education). BENETT, (1993) (1993) In a Maharashtra case study Women participate in nearly all dairy-related productive activities at high rates, but they are hardly ever seen in jobs that involve making financial or economic decisions. Dairy work falls within the confines of the home, hence in Indian culture, the definition of a woman can be seen as being connected to the word "within." Financial dealings with those outside the family are considered to be "outside," hence they fall under the purview of men.

CONCLUSION:- The current study has shown that rural women suffer greatly during the startup phase due to their limited access to capital and lack of business expertise, but that over time, the facilities offered by the government and dairy cooperatives have increased women's capacity, streamlined the dairy industry, and improved women's knowledge. Women are now more conscious of their rights and circumstances and are working in the dairy industry. The analysis of the literature demonstrates that the economic growth, lack of poverty, and opportunities in education have increased the disparity between men and women. In Indian tradition, women solely perform domestic dairy work within the home; the head of the household or the husband performs all exterior dairy chores. The annual dairy income has increased by roughly three to four percent due to the participation of women in WDCs. Dairy cooperatives are extremely vital in the lockdown situation for women to obtain loans, employment possibilities, and income. My research sought to understand how the dairy industry contributes to women's empowerment. The study discovered that the dairy industry plays a distinctive role in empowering women, a role in which society's and the government's contributions cannot be disregarded.

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LIST OF ABBREVIATIONS

GDP- Gross domestic product

NDDB-National Dairy Development Board

WB- world bank

WFP (World Food Program

FAO-food and agriculture organization