

# **A Study on Knowledge Level and Entrepreneurship Traits among Dairy Cattle Farmers**

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Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in terms of equity, time and/or career commitment or provide value for some product or service. The product or service may or may not be new or unique, but value must somehow be infused by the entrepreneur by receiving and locating the necessary skills and resources efficiently and effectively. India is the largest milk producer in the world, therefore role of dairy farmers is very important in dairy industry and socio-economic development of the society. A study was conducted in Salem district of Tamilnadu, India to know the level of entrepreneurial behavior of dairy cattle farmers. A sample of 150 respondents was selected for present study. Majority of the respondents possessed different level of farming. Entrepreneurial behavior was positively and significantly related with education of the respondent, assess the pattern of entrepreneurship cattle farming, knowledge level traits, and pattern of entrepreneurship. The objectives of the study are, to analyze knowledge level of cattle farmers to improve dairy cattle farming practices and to find the common traits among the cattle farmers in the study area. The snowball sampling method was employed and the data were collected from the target respondents. Along with percentage analysis, Exploratory Factor Analysis tool was used to identify the major contributing factors. Four major dimensions were extracted from the total 29 variables studied namely, “cattle selection knowledge, cattle feeding traits, Distribution level of fodder supply to cattle and Common knowledge to identify periodical test”. This resulted into four correlated factors, constituting several aspects of ‘knowledge’ ‘Traits’. It turned out that the measurements of the four target structures loaded on different factors, which could indicate that different kinds of knowledge are needed for these structures; cattle selection knowledge, cattle feeding traits, distribution level of fodder supply to cattle and common knowledge to identify periodical test. This can be important among dairy cattle farmers.

*Keywords:* Cattle Selection knowledge level, Predict the health issues, Traits of dairy cattle farmer