

## A Study on Job Satisfaction towards Dairy Farmers in Neyyattinkara Taluk of Trivandrum District

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### Abstract

One of the main areas of study for organisational behaviour and human resource management is job satisfaction. It displays how employees feel about their work and how committed they are to the company. Job satisfaction is the term used to describe how someone feels or is feeling about their employment. It conveys a person's level of satisfaction with their work. The term "job satisfaction" refers to a person's sense of fulfilment when working, which serves as a driving force to do so. It is not self-satisfaction, happiness, or contentment, but rather job satisfaction. The happy emotional state that arises from the perception that one's work contributes to or facilitates the attainment of one's employment values is known as job satisfaction. The study aided in illuminating the degree of employee satisfaction in light of the numerous organisational aspects. The results of this study unequivocally demonstrate that workers in organisations are generally content with their jobs. The company must take into account factors like pay, the rapport between workers and managers, how complaints are handled, and how much opportunity it provides new hires.

### Introduction

Dairy farming provides an excellent opportunity for self employment of unemployment youth. It is also an important source of income generation to small farmers and agricultural labours. Since, there is a possibility of finding employment through dairy farming. The dairy industries in many tropical countries do not produce enough milk for the countries have government supported programs to increase domestic milk production. the average herd sizes of these farms is often less than 10 milking cows and the poorly resourced farmers have great difficulty providing sufficient feed for their stock. Dairy operators have changed over the Last several decades. While large milk makes up a large portion of the Indian diet with growing incomes and urbanization, it is however by no means a luxury food. Milk or its products is something consumed practically by every class. Dairy farming from being traditional family run businesses today has grown ugly to an organized dairy industry with technological specializations in every part of the process. This huge boost in the industry has created a lot of farming jobs for the people. the best approaches is to create and run a sustainable dairy farm that gives maximum profits to farm and also takes care of the effects of dairy farmers the effects of dairy farms on environments and animals for a long period. Though a profitable business venture dairy farming in India requires hard work, proper planning and an active and vey alert and supervising capacity. In toady technological world there have been many advances in modern dairy farming. Everything from feed for dairy cows to milk processing equipment has added tremendous scope to dairy sector.

Milk plays an important essential food for human life, since baby hood to end of elderly life. Milk is a complex food that contains vital nutrients for the bodies of young mammals milk is the only food of mammal during the first period of its life and substances in milk provide energy and antibodies that help protect against infection. For humans milk and dairy products make a significant contribution to meeting our bodies' needs for calcium, magnesium, selenium, vitamin B12 and therefore play a key role for health and happiness in our development.

### Statement of the Problem

Dairy farming is a major livestock enterprise in India where small marginal farmers are engaged to earn their livelihood. India has emerged as the largest producer of milk in the world in 2001 with an annual production of 84 million tonners and continuous to occupy the top position in the subsequent years and in the year 2008-09, the milk production was 108.5 million tonners. The World Bank funded operational flood programme commonly known as "white resolution" was instrumental few enhancing the milk production in the country. Kerala corporative milk federation (KCMMF) popularly known as

MILMA was established in 1980 for the success of implementation of operation flood project in Kerala replicating the Anand model dairy corporative system. At present the MILMA federation consists of 8.31 lakhs dairy farmers of 2678 village level primary milk cooperatives under three milk producers unions.

At the time when the state government and MILMA are struggling hard to ensure a steady supply of milk in the city, a silent but steady white revolution is taking place in the Neyyattinkara Taluk of the district. This programme, 'dairy development project through self help groups', is the collective effort of the bank of India, Uchakkada branch and Neyyattinkara integral development society (NIDS).

### Objectives of the Study

1. To reveal the profile of the dairy farmers
2. To identify the factors which influence the job satisfaction of the dairy farmers
3. To ascertain the reason for job satisfaction

### Methodology

#### Primary data

Primary data is a fresh data collected for the first time and that is original in nature. The primary data was collected through structured interview schedule from the respondents.

#### Secondary data

Secondary data is that data was collected by someone else and which has already been through the statistical process. Secondary data were collected from journals, magazines, websites etc.

### Sampling

#### Method of sampling

The research was made by the survey in accordance to the convenience of the farmers. So the sampling type is convenient sampling.

#### Sampling area

The research was conducted at Neyyattinkara Taluk in Kerala State.

#### Sampling size

Sample size of the present study is 180 respondents from Neyyattinkara Taluk

### Hypothesis

1. There is no significance different between age and satisfaction level of farmers.
2. There is no relationship difference between gender and productivity.

### Analysis And Interpretation

#### Relationship Between Level Of Age And Overall Job Satisfaction

To analyze the relationship between the age and overall satisfaction level of the respondents is farmed. The null hypothesis is farmed the hypothesis is that there is no relationship between the age and Job satisfaction. Table 1 shows that relationship between age and overall satisfaction.

**Table 1 Relationship Between Level Of Age And Overall Job Satisfaction**

Age/ Level of Satisfaction	Satisfaction	Good	Highly Satisfaction	Dissatisfied	Total
Below 30	3	2	2	5	12
30-65	4	1	0	3	8
65-80	3	5	2	1	11
Above 80	4	3	3	1	11
Total	14	11	7	10	42

#### Sources: Primary Data

Calculative	Table value	Degrees of freedom
8.89	16.92	9

The calculate chi-square value is 8.89 is less than the table value 16.92 at 5% level of significance at 9 degrees of freedom, Hence there is no relationship between age and overall Job satisfaction.

#### Relationship Between Level Of Gender And Income Per Month Of Dairy Farmers

To analysis the relationship between the gender and the income per month level of the respondents. The null hypothesis is farmed. The hypothesis between the gender and income per month. Table 2 shows that no relationship between the gender and income per month.

**Table 2 Relationship Between Gender And Income**

Income/ Gender	Below 5000	5000-7000	7000-800	Above 10000	Total
Male	6	8	12	3	29
Female	4	4	3	2	13
Total	10	12	15	5	42

**Sources: Primary Data**

Calculated	Table value	Degrees of Freedom
1.48	5.99	2

The calculated chi-square value is 1.48 is less than the table value 5.99 at 5%. Level of significance at 2 degrees of freedom. So the null hypothesis is accepted, hence there is no relationship between gender and income per month of diary workers.

**Major Findings**

1. The research found that majority (60 percent) of the respondents belongs to the age group of 60-80 year.
2. As per data, majority (60 percent) of the respondents have the prior knowledge about dairy farming.
3. Majority of the respondents (38 percent) are start their Job at dairy farming by self motivated.
4. The majority (36 percent) of the respondents are earn between Rs. 7000-8000
5. The majority (40 percent) of the respondents run their farming for Increase food security. The majority (33 percent) of the respondents are purchase the cows by self.
6. The research found that (60 percent) of the respondents have the prior knowledge about climate change.
7. The (55 percent) of majority respondents are feels difficulties in selling the milk.
8. The majority (36 percent) of the respondents are having difficulties in the market.
9. There is no relationship between gender and income per month of diary workers.
10. There is no relationship between age and overall Job satisfaction.

**Suggestions**

1. The dairy farmers are get very low salary due to No market. So it is need to improve the value of milk in the market.
2. Cooperative banks and other national banks should come forward to extend liberal credit facility to farmers.
3. Establishing a veterinary service centre to improve the effecting of the artificial insemination scheme.
4. The changing cropping pattern should aim to produce sufficient green and dry fodder to livestock. Population in the village.
5. The organizational support for milk producers through the cooperative sector should streamlined and expanded organization for primary cooperatives for milk Procurement should be extended.

**Conclusion**

This study has been made to help to government and non-government organization to take appropriate policy decision and formulate suitable scheme and programmes to Job satisfaction conditions of dairy farmers. The suggestion made in the study, it is hoped, will serve as a decision support in solving many problems relating to Job satisfaction of dairy farmers.

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