

A STUDY ON PROSPECTS OF DAIRY BUSINESS IN CUDDALORE DISTRICT IN TAMILNADU – A SPECIAL REFERENCE TO WOMEN ENTREPRENEURS

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ABSTRACT

Empowerment of women is essential for economic and social development of a society. They can be empowered economically by way of encouraging them to become entrepreneur. For this purpose, the government has taken initiative by way of providing financial assistance and conducting awareness programmes among women to become entrepreneur. In the district of Cuddalore in Tamil Nadu, a considerable number of women are doing dairy business by maintaining milch animals. Majority of them are doing their business are either micro are small in size. But dairy business in the district has wide scope for its prospects. In this context, the research work studied the prospects of women entrepreneurs in the study area in dairy business. The researcher selected Cuddalore district in the state of Tamil Nadu as study area and the researcher selected a total of 450 micro and small women entrepreneurs as sample of the study. primary data were collected from them through questionnaire. The statistical tools of simple percentage, mean, standard deviation, coefficient of variation and correlation analysis were applied for the study. The study identified that majority of the sample women entrepreneurs in the study area doing dairy business were aware about the business opportunities of personal sale of milk to customers, sale of milk products (curd, butter milk, butter, ghee etc.) and sale of calves of milch animals. Significant positive relationship was identified between awareness level among the respondents on various business prospects with the socio-economic variables of age of the respondents, educational level of the respondents, location of their business and their business level.

KEYWORDS: *Entrepreneur, Prospects, Dairy Business, Feed, Cattle, Milk and Calves*