
Empowerment through Goat Rearing and Poultry Entrepreneurship among Rural Poor Women

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Abstract

Rural women play an important role in the creation of jobs, but only in their backyards. Poultry and goat rearing can be a valuable weapon in the battle against hunger, not just for the poor, but also for the poor women, as poultry needs little property, money, and ability. Raising of poultry, goat and sheep is totally under the control of rural women. Livelihoods are not simply a localized phenomenon, but are linked to broader national, regional, and global arenas through environmental, economic, political, and cultural processes. This purposed study is planned to identify that how women help themselves by micro-entrepreneurship and attain their needs by doing goat rearing and backyard poultry farming. Multistage sampling technique were applied for the selection of respondents. At first stage, one tehsil (Faisalabad Sadar) were selected randomly from Faisalabad. At second stage, 3 union councils (UC Chak-66/JB, UC Chak-200/RB& UC Chak-247/RB) were selected randomly from the selected tehsil. At third stage, two villages from each UC were selected randomly such as Chak # 66/JB and 64/JB from UC-66/JB, Chak # 200/RB & 205/RB from UC-200/RB and Chak # 247 & Chak # 246/RB from UC-247/RB. At the last stage 80 respondents (13 from 4 villages of UC Chak-66/JB, UC Chak-200/RB and 14 from two villages of UC-247/RB) were selected randomly. The well-designed pre-tested interview schedule was used for data collection. Descriptive and inferential statistical techniques were used to analyze the data. Adequate training must be given to the rural women at the farm level and guidance at all stages can be effective ways to cope with the problems in poultry and livestock management that hinder in entrepreneurship.

Key Words: Goat Rearing, Rural Women, Entrepreneurship, Women Empowerment

Introduction

Entrepreneurship is a fluid process. Changes in the economy that provide valuable market opportunities excite entrepreneurs. Entrepreneurs must make a variety of dynamic choices on a regular basis. Women entrepreneurs face challenges in running their businesses due to rigid social norms and strict religious restrictions. Small business owners initially concentrate on a single product, market, or location. The founders are unlikely to have ambitions to expand the business as it is still in the start-up process. Small business owners' primary aim is to make a profit, but the business can be driven by the entrepreneur's ability to create social change just in its beginning phases. The majority of small companies are self-funded or financed with small business loans. Investors and venture capitalists

from outside the company are rarely interested (Onuoha, 2007).

In rural Punjab of Pakistan, women from small farm families have a huge role to play in realizing the potential that the country has in livestock sector to flourish. The current socio-economic condition of women livestock raisers, the extent and nature of their participation in livestock management activities, the impact of women's participation on their families' welfare, and the factors affecting their participation in livestock management activities. Livestock rising is primarily a subsistence activity to meet household food needs and supplement farm incomes. Almost every rural household in the Punjab, Pakistan owns some livestock. The public sector involvement for increasing livestock productivity is insufficient. Majority of women in Pakistan's rural areas are involved in the livestock production process. Taking care of livestock is usually performed by rural women. They collect fodder, clean sheds and process animal products. Unfortunately their involvement in livestock management is undervalued and regarded as housework. Role of women in the household is traditional. The rural woman has a very busy work schedule. The rural woman's work included livestock and poultry care etc. women play a vital role in livestock and poultry management as part of their housework. Despite their considerable contribution in variety of work within and outside home, women of Pakistan are neglected in major household decisions. Most of their work related to farm, poultry and livestock management is being considered as part of their housework and the amount of labour that they devote for household maintenance is ignored in macroeconomic planning. Majority of the rural females are engaged in fodder cutting, milking the animals and its allied functions has also been attributed to the women folks. Manure collection, preparing dung cakes and the maintenance of animal sheds are also the exclusive duties of rural women. Except grazing, women are involved in almost all livestock related activities starting from fodder cutting to milk processing (Amin *et al.*, 2010).

Females play a significant role in the livestock sector, among all agricultural activities. The majority of rural females are engaged in act as a gateway cutting, milking goats, and other related activities. Less academic success, lower incomes, lower income control, lower bargaining power in selling their own goods and labor, lower participation in decision-making bodies, lower access to production inputs and facilities, and lower job prospects characterize their lack of authority or disempowerment compared to males. Women in rural areas have less planning options and educational resources than males. Females have a limited number of extension opportunities (Munawar *et al.*, 2013).

Their contribution towards food production is not only confined to processing but also includes drying vegetables and preparation of pickles. In addition, the countryside women in Pakistan have also shoulder an in-house function of food preparation, nurturing the kids, housekeeping and other domestic activities. They suffer from different kinds of diseases e.g., women cotton pickers suffer from blisters, skin rashes caused by chemical sprays on cotton etc. Rural women in Pakistan play a multi-faceted role both at home and farm level. Their participation does vary with the socio-economic setup and local traditions (Amin *et al.*, 2009).

Women play major role not only in the raising of the livestock but also converting their by-product into useful food items. Goat rearing is a means of family subsistence, cash-earning, food and social security especially for the poor sections of the community in this area. It is considered substitutes for crop farming and provides food security against crop failure. Goats population is increasing in the area compared to other livestock species (PDS, 2000) indicating their economic importance due to wider-adaptation, higher reproductive potential, short generation interval, ability to thrive on shrubs, bushes and tree leaves which is common feature of the area. However, attempts to rearing the goats have been hindered by increasingly severe droughts, which may be associated with global climate change (Annual Report ICARDA, 2008). As land holdings are also low in the area therefore goats are kept to optimize the use of available scarce feed resources. Goat raising practices are diversified in terms of feeding regimes, breeds, grazing practices and production goals. Feeding resources used to rear goats are mainly weeds, rangelands, lopping of tree leaves, dry grasses and crop residues which are nutrient deficient. Heavy grazing over vast area of rangelands and cutting of shrubs and trees as fuel has steadily put unbearable pressure on land, vegetation, farm livestock and pastoral communities.

Families of entrepreneurs in particular, are not possible without the participation of women who constitute about 48.46% of the total population, as per the 2011 census. Hence, women should take up productive activities. Since India expects more than 10% annual growth in its Gross Domestic Product (GDP), it is very essential to utilize the workable human resources optimally. The central and state governments have been working in this direction by introducing various schemes to enable more men and women to undertake entrepreneurial activities in order to improve the income level of urban and rural families, and to mitigate the problems of unemployment. Of late, the Indian women are coming out of the confines of kitchen and clutches of men to take up entrepreneurial activities on a par with men. They are making all efforts to upgrade their standard of living by increasing their income and savings (Saleem *et al.*, 2009).

Women's empowerment is defined as "the capacity of women to be economically self-sufficient and self-reliant with control over decisions affecting their life options and freedom from violence" Women suffer from different types of powerlessness in social and economic sphere of life. The lack of power or disempowerment reflects in their less education level, less income, less control over their own income, less bargaining power in selling their own produce and labour, less participation in decision making body, less access to production inputs and resources and employment opportunity than men. This vulnerable situation resulted in an overall dependency of women on their male kin through their life cycle all over the world, particularly in developing countries. The dependency makes them as a burden of a family and lowers their value of life in the society. Improving women's role in livestock management and production is essential in improving overall family's health, education, income, and food security. Development practitioners are concerned to raise their empowerment level, which make women capable to challenge their dependency or oppressive situation in the family and society. Many women took to prostitution due to poverty and inadequate information and education. Access to education, extension services, information, land, credit facilities and other relevant agricultural innovations will entice many women to agricultural productions and will reduce poverty among women farmers. Women have little access to capital and other assets that make agricultural production easy and profitable. In the study area, majority of the women farmers have financial problem and lack financial assistance similarly women have to beg for farmlands from husbands and relations. In Nigeria culture controls many aspects of the life of women. The vital possession of the people, without land, farming cannot take place. Searching for the way out of poverty, majority of women take to farming, but the constraints limit their performance. They also complained about inadequate extension contact, high cost of farm input and late delivery of farm input especially fertilizer. Women farmers here also have little access to capital or credit facilities (Basu and Basu, 2001).

Goat rearing as micro entrepreneurship

Goat rearing is an important enterprise not only for livelihood of weaker section of society but it also helps in meeting nutritional requirement of farm families. Goats are generally maintained on grazing/browsing with supplementary feeding of locally available crop residues and agro-industrial byproducts. Goat can consume a variety of vegetation, which are not useful for other species of livestock. Goat rearing was the major source of income. The expenditure on food, education, festivities and inputs for crops was mainly met from income from the goats. The large flock owners were selling milk to the vendors but for small flock owners, it was used for family consumption for kids and elders and for preparing tea. Besides feed resources and wood for the goat shed. The main sources of information for the goat keepers were their neighboring farmers, middlemen, livestock traders, quacks, and veterinarians and livestock supervisors. The most inputs were available from within the village system. Goat rearing as micro enterprises in animal husbandry sector has considerable potential as sustainable income generating activities for the rural women since the management of goats is less labour and input intensive. Goat provides a dependable source of income to 40% of the rural population below the poverty line in India and to many who do not possess any land (Rajkumar and Kavithaa, 2014).

They are not only a primary component of animal nutrition for the household, but also a source of

income and jobs for them. Despite the reality that goat farming has a high potential for profit, goat farmers have a very small wages. A number of reasons may be to blame for such an event. Goat efficiency is low under the new traditional comprehensive processing scheme due to a lack of feed and the introduction of modern technologies and management methods. One of the most successful livestock units in the world, goat raising, has the capacity to be a lucrative industry. Goat is economically suited for the poorer section of people's especially the marginal and landless farmers due to its low risk, less capital investment and best utilization of unemployed family labour. Specially women, children and old people who are generally sitting idle, can spare their time to look after the goats. As a result, goat raising becomes the best alternative to utilize family labour. In Pakistan, about 48% of the people live below the poverty-line of these; the poorest belong to the families of landless, marginal and small farmers. In raising their income and creation of employment opportunity, land and capital are the most limiting factors. Increased population forced to bring cultivable lands and even fallow land under crop cultivation. So, in absence of adequate grazing land it has become difficult to keep large animals like cattle and buffaloes by the small and landless farmers. In such a situation goat can be easily reared by this poor section of people within their limited resources to increase their earnings (Shalanders, 2007).

Objectives

To find out the motivational factor of goat rearing for rural women

To identify the opportunities of improving the living standards by goat rearing and entrepreneurship

To find out the cost and profitability for rural women through goat rearing and poultry entrepreneurship.

Martials and Methods

A research methodology is a systematic scientific way to resolve research problems. It is a method of systematic and theoretical analysis of the relevant fields of study. It involves principles, a body of methods and theoretical analysis associated with a branch of knowledge. The methodology not only provides solutions but also offers theoretical pinning applied to specific cases. It involves concepts such as qualitative, quantitative techniques, theoretical model and paradigms. The methodology is not a method, but a collection of procedures, typically a specific set of beliefs and laws. It is a method and producer which derived or interpret to resolve dissimilar difficulties within a specific discipline (Berg, 2009).

The study was carried out in district Faisalabad. Multistage sampling technique were applied for the selection of respondents. At first stage, one tehsil (Faisalabad Sadar) were selected randomly from Faisalabad district. At second stage, 3 union councils (UC-Chak # 66/JB, UC-Chak # 200/RB & UC-Chak # 247/RB) were selected randomly from the selected tehsil. At third stage, two villages from each UC were selected randomly such as Chak # 66/JB and 64/JB from UC-66/JB, Chak # 200/RB & 205/RB from UC-200/RB and Chak # 247 & Chak # 246/RB from UC-247/RB. At the last stage 80 respondents (13 from 4 villages of UC Chak-66/JB & UC Chak-200/RB and 14 from two villages of UC-247/RB) were selected randomly. Continuing on to the second stage, selected three union councils from selected tehsil. In the second last stage, selected two villages from each of the selected union councils thus making a total of 6 selected villages. On the last stage, 18 respondents were selected randomly from each selected village thus making a total of 80 respondents.

The population of this study was rural women. Researcher conducted one research instrument. The instrument was questionnaire. Questionnaire was prepared for teachers. Questionnaire is easiest instrument for collect data from teachers. Mostly teachers are uncomfortable to give answer to researcher that's why researcher decided to developed a well-planned questionnaire for data collection. Quantitative data were analyzed in the present study through different statistical techniques and methods. These techniques were descriptive analysis or univariate analysis (frequency, percentage, mean and Std. Dev. etc.) and bivariate analysis (gamma and chi-square test). Univariate analysis: in this analysis frequency distribution, percentage and central tendency mean and standard deviation

were used. Bivariate analysis: in this analysis Gamma and chi-square was used to inspect the association between independent and dependent variables.

Results and Discussions

In this part it is proposed to know the opportunities of goat-rearing and poultry entrepreneurship as sustainable livelihood assets of rural poor women. Face-to-face interviews were conducted with the help of a well-structured interview schedule that coded answers of the questions to obtain genuine data from the selected respondents in order to access the achievements of the entrepreneurs. The data collected were then tabulated and statistically analyzed in accordance with the study objectives. The results obtained from data analysis supported with adequate justification were presented under the following headings in this chapter:

Univariate Analysis

Table 1: Classification of the participants concerning to the role of their partner in goat rearing and poultry farming

n = 80

Role	Yes		No	
	<i>f</i>	Percentage	<i>f</i>	Percentage
Does your partner help you in goat rearing and poultry farming?	75	93.8	5	6.3
Does your partner helps to in the mobility for goat and poultry selling products?	69	86.3	11	13.8
Does your partner give you permission for doing such activities?	80	100.0	0	0.0

Findings showed that a huge proportion (93.8%) of the respondents reported that their partners help them in goat rearing and poultry farming. Similarly, a large majority (86.3%) of the participants told that their partner helps to in the mobility for goat and poultry selling products. All of the participants had permission from their partners for doing such activities.

Productivity

Table 2: Classification of the participants concerning to the type of their goats

Types of goats	<i>f</i>	Percentage
Old female	54	67.5
Young male	6	7.5
Young female	20	25.0
Total	80	100.0

Table 2 represents the type of goats. It was found that a significant proportion (67.5%) of the participants had old females (goats), while only 7.5 percent had young male and one quarter (25.0%) of the participants had young females. It can be concluded that majority of the participants had old and young female goats.

Constraints

Table 3: Classification of the participants concerning to their health care constraints in goat rearing and poultry farming

Constraints	Not at all		T little extent		To great extent		Mean	S.D.	Rank
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%			
Lack of veterinary services at the doorstep at time of emergency	2	2.5	7	8.8	71	88.8	2.86	.24	1
Lack of knowledge about prevalent common diseases	8	10.0	13	16.3	59	73.8	2.64	.37	2
Non-availability of medicines	11	13.8	18	22.5	51	63.8	2.50	.42	3
Non-availability of vaccination facility against contagious diseases	19	23.8	27	33.8	34	42.5	2.19	.54	4
Problems in availing good quality feed for goats	24	30.0	30	37.5	26	32.5	2.03	.62	5

Scale: 1 = Not at all, 2 = some extent, 3 = great extent

In the light of study outcomes, it was observed that ‘lack of veterinary services at the doorstep at time of emergency’ ($2.86 \pm .24$) was ranked first health care constraint faced by the women in goat rearing and poultry farming. However, Lack of knowledge about prevalent common diseases ($2.64 \pm .37$) and non-availability of medicines ($2.50 \pm .42$) were ranked 2nd and 3rd, respectively. Mean values of above discussed health care problems fell in between ‘some extent’ and ‘great extent’ but tending towards more ‘great extent’.

While, Non-availability of vaccination facility against contagious diseases ($2.19 \pm .54$) and problems in availing good quality feed for goats ($2.03 \pm .62$) were ranked as 4th to 5th, respectively. Mean values of these problems fell in between ‘some extent’ and ‘great extent’ but tending towards more ‘some extent’.

It can be concluded that lack of veterinary services at the doorstep at time of emergency, lack of knowledge about prevalent common diseases and non-availability of medicines were the major health care constraints faced by the women in goat rearing and poultry farming.

Women Empowerment

Table 4: Classification of the participants concerning to level of their mobility outside home

Reasons for mobility	Never		Occasionally		Frequently		Mean	S.D.	Rank
	<i>f</i>	%	<i>f</i>	%	<i>f</i>	%			
Selling products	11	13.8	18	22.5	51	63.8	2.50	.28	1
Shopping/travelling, etc.	13	16.3	20	25.0	47	58.8	2.43	.62	2
Purchasing inputs from non-local shops	5	6.3	38	47.5	37	46.3	2.40	.60	3
Depositing loan installments	75	93.8	5	6.3	0	0.0	1.06	.10	4
Attending	80	100.0	0	0.0	0	0.0	1.00	0.0	5

meetings/workshop									
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Scale: 1 = Never, 2 = Occasionally, 3 = Frequently

Table 31 shows that majority of the women were frequently selling their products this activity is ranked first with mean value 2.50. However, participated in shopping/travelling etc. is ranked 2nd with mean value 2.43. While, purchasing inputs from non-local shops (2.40±.60), depositing loan installments (1.06±.10) and attending meetings/workshop (1.00±.00) were ranked as 3rd to 5th, respectively. It can be concluded that majority of the working women had participation in selling products and shopping/travelling etc.

Bi-variate Analysis

Hypothesis 1: Age of the women would influence with their empowerment in goat rearing and poultry farming

Table 5: Relation among age of the women and their empowerment in goat rearing and poultry farming

Age clusters	Women's Empowerment			Total
	Low	Medium	High	
Less than 35	9	10	17	36
	25.0%	27.8%	47.2%	100.0%
35-45	7	8	15	30
	23.3%	26.7%	50.0%	100.0%
Above 45	4	5	5	14
	28.6%	35.7%	35.7%	100.0%
Total	20	23	37	80
	25.0%	28.7%	46.3%	100.0%

Chi-square = 0.833 d.f. = 4 P-value = .934^{NS}
Gamma (λ) = -0.060 P-value = .700^{NS}

Above table displays a non-significant ($\chi^2 = 0.833$, $p = .934$) association among age of the women and their constraints in goat rearing and poultry farming. Gamma statistic ($\lambda = 0.060$, $p = .700$) also showed a non-significant relation among the variables. It means, age of the women had not associated with their constraints in goat rearing and poultry farming. It means, all age groups were facing almost same hurdles in goat rearing and poultry farming. Consequently, the hypothesis "Age of the women would influence with their constraints in goat rearing and poultry farming" is rejected.

Hypothesis 2: Education of the women would influence with their empowerment in goat rearing and poultry farming

Table 6: Relation among education of the women and their empowerment in goat rearing and poultry farming

Education	Women Empowerment			Total
	Low	Medium	High	
Uneducated	3	3	15	21
	14.3%	14.3%	71.4%	100.0%
Educated	17	20	22	59
	28.8%	34.0%	37.3%	100.0%
Total	20	23	37	80
	25.0%	28.7%	46.3%	100.0%

Chi-square = 6.05 d.f. = 2 P-value = .049*

Gamma (λ) = -0.474 P-value = .032*

Above table displays a significant ($\chi^2 = 6.05, p = .049$) association among education of the participants and constraints in goat rearing and poultry farming. Gamma statistic ($\lambda = -0.474, p = .032$) showed a significant and negative relation among the variables. It tells that majority of uneducated participants observed more constraints in goat rearing and poultry farming as compared to educated participants. It is clear from the above findings, uneducated respondents were facing low (14.3%), medium (14.3%) and high (71.4%) level constraints in goat rearing and poultry farming on the other side educated participants were facing low (28.8%), medium (34.0%) and high (37.3%) level constraints in goat rearing and poultry farming. Consequently, the hypothesis “Education of the women would influence with their constraints in goat rearing and poultry farming” is accepted.

Bhardwaj (2014) argues that high education is one of the primary sources of creative and progressive entrepreneurial concepts. Training and professional upgrading also favorably affect women's entrepreneurial operations.

Hypothesis 3: Income of the women would influence with their empowerment in goat rearing and poultry farming

Table 6: Relation among income of the women from their work and their empowerment in goat rearing and poultry farming

Income (PKR)	Women Empowerment			Total
	Low	Medium	High	
Up to 10 thousand	9	18	32	59
	15.3%	30.5%	54.2%	100.0%
Above 10 thousand	11	5	5	21
	52.4%	23.8%	23.8%	100.0%
Total	20	23	37	80
	25.0%	28.7%	46.3%	100.0%

Chi-square = 11.88 d.f. = 2 P-value = .003**

Gamma (λ) = -0.596 P-value = .002**

Above table displays a significant ($\chi^2 = 11.88, p = .003$) association among income of the participants and constraints in goat rearing and poultry farming. Gamma statistic ($\lambda = -0.596, p = .002$) showed a significant and negative relation among the variables. It tells that majority of low income participants observed more constraints in goat rearing and poultry farming as compared to high income participants. It is clear from the above findings, lower income respondents were facing low (15.3%), medium (30.5%) and high (54.2%) level constraints in goat rearing and poultry farming on the other side high income (Above 10 thousand) participants were facing low (52.4%), medium (23.8%) and high (23.8%) level constraints in goat rearing and poultry farming. Consequently, the hypothesis “income of the women would influence with their constraints in goat rearing and poultry farming” is accepted.

Conclusions

The impact of family poultry farming on the livelihood improvement, it is necessary to know socioeconomic characteristics of family poultry farmers. Some socio-economic characteristics are types of land holding capacity of family poultry farmers and occupational status as discussed in the following sections. It was concluded that socio-economic aspects like education, land rights, social rights and status to women were major social constraints. Rural women were in favor of the female poultry extension services and training of poultry production. Need of poultry extension services in management of poultry boxes, diseases, watering and hatching etc. Women of today are surely more conscious, alert and active about their duties, rights and freedom, and educational attainment is

assisting the process. The Major reason for women's subordinate status is the fact that they are not only economically exploited but also socio-culturally oppressed. Subordination of women in all walks of life manifests itself the marginalization of women in the economy. On the other hand, what we need today is socioeconomic development of the country with women. For this the potentialities and capabilities of women have to be fully tapped. So it is essential to create conditions for women to be self – reliant and self- confident. To improve position and status of women in the society the major responsibility lies with the public at large. On the basis of findings of the study it may be concluded that adoption of comprehensive approach of socioeconomic development through involvement of rural women with small enterprise led to increase income, higher level of employment and increased participation of women in decision making process. From the findings of the study it may be concluded that by practicing different enterprises, the rural women were able to contribute additional income to their families. With the assistance of different government and non-government organizations they got some financial and technical support to carry out their enterprises. Household poultry can create a great opportunity for the rural women and youth in income generation. Socioeconomic development can be achieved with the help of household poultry farming. The conclusions drawn on the basis of the findings achieved in the study are mentioned below: i) In respect of profitability, it can easily be concluded from the study that farmers having more goat can earn relatively more profit. Large proportion of female labor was engaged in the goat farming activities. ii) Goat farming contributed 20.56 percent to the gross annual income and the overall spending capacity has increased by 21.09 percent due to practice of goat farming. iii) Expansion of goat rearing could overcome the problems of low income and protein deficiency of the rural people.

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