# Women's Participation in Livestock Management without using Advance Means of News and Information: A case study of Rural Women in Pakistan

# Sidra Noreen,

PhD scholar, Department of Sociology University of Agriculture Faisalabad <u>Sidrasiyan@ymail.com</u>

# Nazmine

Ph.D. Scholar, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan

# Hannan Khan Tareen

PhD Scholar/ Associate Lecturer, Department of Media Studies, The Islamia University of Bahawalpur, Pakistan.

# Dr. Manan Khan Tareen (PhD)

Research Scholar, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan.

# Shabbir Ahmad

Department of Sociology University of Agriculture Faisalabad

# Abstract

Pakistan is an agricultural country and the main focus of the agriculture economy. Women's participation in livestock production and development has been a long-standing global tradition. Keeping in mind the role and participation of women in livestock management in rural areas of the Punjab, the current study is aimed to investigate the socio-economic conditions of those women who are participating in livestock management. The role of women in managing livestock and the effect of education, age, family system, and family income on women participation in livestock is also the focus of the current study. Cross sectional research design is selected for descriptive and explanatory research objectives because there is no time dimension involved. The researcher selected four Tehsils of Punjab. Data is collected using questionnaire as tool of data collection and both descriptive and inferential statistics is applied to present, summarize and test hypothesis of the study. They are found taking part in major task related to manage livestock such as collecting foder, chopping foder, cleaning animals huts, watering, milking and finalizing the dairy products and they are also involved in selling these products in market as well. Because of illiteracy, they are not found using advance means of news and information. Age, education and family income of the respondents had significant association with managing and taking part in livestock management.

Keywords: Livestock , Empowerment, Management, Production, Dairy farming

### **INTRODUCTION**

In Pakistan, where the population of about 62% (Pakistan 2010, the government) lives in rural areas and developing countries in agriculture-based agricultural economy. Dairy farming is an important area of cultivation earning almost 50% of agricultural income and GDP is 10.6% near. Rural women's economic conditions can be enhanced by strengthening and enhancing Microsoft credit support programmers, involved in private sector and improving the rural women's role in animal care and administration. Women have been maintained because their role in the rural economy is not completely valued. Dairy farming is an important area of cultivation earning almost 50% of agricultural income and GDP is 10.6% near. Rural women's economic conditions can be enhanced by strengthening and enhancing Microsoft credit support programmers, involved in private sector and improving the rural women's role in animal care and administration. Women have been maintained because their role in the rural economy is not completely valued. Micro studies show that activities in women farms and homes work widely. Esp After harvest, drying, grain cleaning and storage women have the responsibilities of prosperity. Their contribution to seed preparation, farming maintenance, and rotation, harvest etc. etc. is similar. Similarly, livestock management is always considering consideration of women's sole responsibility. Domestic income and expenditure orders can absorb about 25 to 30% of rural women. Animal feeding is the most common woman's job. And according to statue, their dedicated time in animal activities is up to three to five hours.

Livestock is primarily a food activity in multiply farm income expenses, as well as multiplying domestic nutrition requirements. Almost every family owns some livestock. Animal strength patterns are primarily inspired by accessible agents such as form sizes, crop patterns, charts and lamps rangelands. There are usually buffalo and cow in every house. It has a wide range of performance in animal feed animals. Some support from milk, milk products and poultry sales, as well as the sale of animal is included in beautiful households every year in domestic income. Do not sell all the milk but some have made it an income-generating activity.

It is very important factor that rural women are performing a significant role in the field of animal dairy management. In addition, documents of women's part in animal dairy management engagements should also be tried to conclude their benefit in deciding. Female participation in making plans is a very important moment. Livestock production requires a farming system and it perform an important part in the rural economy of developed nations, as Pakistan. Animal management Sector in agriculture holds a major shares and GDP of 11%.Female participation from Pakistani society contribute a significant part in animal development management.

The main and most important focus of the family's life is to raise respondents and crops for male members or primarily cultural methods. Their domestic responsibilities and their role in animal care and management are one of them. Women can play an important role. Milking was in the early cities, such as making women a property. Women are sucking insects like bears, cows and goats and sheep. Then they made various product of milk in Europe. They made a lot of product with milk and eat a lot of money in this sector. In many countries, the labor market demand in this field of dairy farming (Garcia, 2004).

Poverty is a situation in which people are deprived of this opportunity and they are not able to use their skills effectively. Poverty and inequality have increased significantly in the past few decades. . This figure, one can imagine income inequality (Government, Pakistan, 2010). The vast majority of the rural population, especially women, is exposed to extreme poverty, inequality and unemployment (Sarker, 2001).

It is an important issue for women's participation in national development. Many developing countries have received great attention in recent years. Many countries are trying to integrate more women into the development process. Improve the environment for women who are fully involved, population / health programmers or economic development in their country or not. Women and men are the cornerstones of the family. A nation where they will not participate in every aspect of one's life cannot develop. Any country (women) can exceed half of population growth and men's competition unless women work in the shoulder. Pressure increased the number of male and female population members of the family to work and contribute economically (Safrana, 2001).Beth (2001) had played an important role in building better societies and strong rules for women. Of most rural women face the double burden of domestic work. The first test is to increase and go to bed. Other members enjoy life when women participate in work. Ram (2001) has traditionally stated that men's work in the families of older women, in the preparation of animals. They were animal care and water sales, sales for products, and care for animals. In the passionate effort of those who are sick and ill in animals, both sexes were about women who were criminally responsible for cleaning shades, shops and selling villagers.

Devendra (2002) Women even stated that any society could be offered to become equal partners in almost all national activities. In Pakistan, prejudice against traditional and cultural values and women, because of their natural resources and power man are introduced some ineffective factors. In the age group of all employed women have the lowest employment rates of men in Asia. Both are discrimination and exploitation at home and work.

Tollens et al. (2002) the period of production reported at its peak when women contribute to this of another man, even her children at the same time and place care. Farmers and their counterparts have proved to be the best. Get busy with their work from most guys. Wives, in addition to machines and services were taken instead of dead or other foreign aid.

Jensen (2003) found that while women are better than women in urban and rural areas, however, the main obstacles impede free movement of spiritual chains are old women. An example for others in society is limited by cultural norms and traditions. Pakistan has twice been elected as prime minister in the first Muslim country in the world it is.

Sayeed (2003) the lives of most people in Pakistan are totally unacceptable that poverty is the most pressing problem is. In rural areas, caused by the rural market, low wages, malnutrition, great hunger, despair of poor life where features such as a large part of the rural labor force in the state number.

Adesehinwa et al. (2004) concludes that play an important role in the development of livestock. Animal products have risen significantly in price. Traditionally, cattle are part of the countryside Life.

Akmal and Taj (2004) claimed that a large number of women due to the effect of pesticide use in agriculture have been described in 2004). Many women soon caught up with problems while harvesting cotton. Women poisoning workers do not know about the dangers of pesticides. Preventive measures and awareness campaigns should be used to reduce the side effects of pesticides. Hussain et al. (2004) contributed to the quality of life for more than a third of cattle and to conclude that a large minority of poor rural and sub-urban poor in the world.

Randolph et al. (2007) analyzes gender inequality in Pakistan's roads are very common in large parts of the country. Women are paid less and treated as a place for the other sex in their homes. The majority of women who work in the urbanized slotted hours cannot give the time to their families.

Hashmi (2008) noted that there is a lot of farm work and rural women also need to shelter waiting tasks. They are resources that help meet information, skills and launch.

Mishra et al. (2008) uncovered untrained women should have daily income in labor law work. If the government provided a woman could discover hidden qualities. Women's media packs rights in the broadcast that should produce awareness among rural and urban women. The position of society towards the protection of women's work should be improved. Play an important role in the productive sector of women in each country.

Bassin (2001) describes what our fun culture is that the status of women was also highly ranked by women when they contributed significantly to the basic activities of survival. However, the positive cultural areas those men were necessary, also continued to dominate. Moreover, the community was still in the hands of people. This type of duplication was not clear. The social and religious male issues, dominate the public opinion, continue to play the role of head of family support, female, enjoy as life greater than his family, has a great deal of social freedom tolerance, many of their actions.

Anju and Sydney (2002) found a higher-than-expected consensus on the conception of literature that empowered women. Options, select Ctrl, Power are some interlocking terms and know the power is not greater Nexus. These decisions often refer to women and their ability to influence the results for my family.

# **Material and Methods**

The nature of the current study is quantitative and researcher objective is description of the women participation in livestock management and there is no time dimension involved in the current study. Therefore, researcher selected cross sectional research design to conduct this study.

Variables	Percentage	Variables	Percentage
Cleaning shelter		Making animals sheds	
Women	67.5	Women	14.2
Men	20.0	Men	67.5
Children	12.5	Children	12.5
Converting fuel		Women + Men	4.2
Women	16.6	Women + Children	1.6
Men	80.0	Bathing of animals	
Children	1.7	Women	32.5
Women + Children	1.7	Men	39.2
Women		Children	13.3
Process of milk		Women + Men	15.0
Women	55.8	Fodder cutting	
Men	31.7	Women	22.5
Children	12.5	Men	59.2
Activity of sheering hairs		Children	.8
Women	14.2	Women + Men	13.3
Men	83.3	Men + Children	4.2
Children	0.8	Selling products	
Women + Men	1.7	Women	16.7
Hatching of eggs		Men	72.5
Women	81.7	Children 0	
Men	15.0		
Children	0	Women + Men 10.8	
Women + Men	3.3		

# Table No 1 Baseline socio-demographic characteristic of the respondents

This data presents some other information about the activity of livestock. About 55.8% of the families reported that women are processing milk, in about 31.7% of the families, men are

processing milk and in about 12.5% of the cases children are processing milk. In about 14.2% of the cases, women are found sheering the hairs, in about 83.3% of the cases, men are found sheering the hairs of animal and in about 0.8% of the cases, and children are found sheering the hairs of animals. It is observed that in about 81.7% of the cases women are found hatching the eggs while in about 15% of the cases men are found hatching the eggs.

In about 12.4% of the cases women are found making the sheds of animals, about 67.5% of the cases men are found making the shed of animals. About (12.5%) of the children are also found making the sheds for animals. The share of men and women to make sheds for animals is about (4.2%). In 1.6% of the cases, women and children together made the sheds for animals. When asked about the activity of bathing animals, about (32.5%) of the families reported that women are bathing animals, about 39.2% men reported that men are bathing the animals.

Variables	Percentage	Variables	Percentage	
Preparation of dunk food		Education and socialization		
Women	84.2	Often	10.8	
Men	0	Sometime	88.4	
Children	15.8	Never	0.8	
Household chores		Community management		
Often	86.7	Often	9.2	
Sometime	12.5	Sometime	82.5	
Never	.8	Never	8.3	
Activity of child care		Participation in social activities		
Often	95.8	Often	11.7	
Sometime	3.4	Sometime	79.1	
Never	0.8	Never	9.2	
Family health care		Elder care		
Often	93.4	Often	94.2	
Sometime	5.8	Sometime	5.8	
Never	0.8	Never	0	
Handicraft making				
Often	76.7			
Sometime	22.5			
Never	0.8			

Table No 2:Baseline soci	io-demographic	characteristics (	of the respondents
Table NU 2. Dasenne soci	io-uemographic	character istics (	n the respondents

Data also found the responsibility of handicraft making among women. It is found that about 76.7% of the women are often responsible for handicraft making, about 22.5% of the women are sometime responsible for handicraft making and about .8% of the women are not responsible for handicraft making. It is reported that about 10.8% of the women are often responsible for education and socialization of the children, about 88.4% of the women sometime fulfill this responsibility and about .8% of the women never fulfill the responsibility of children' education and socialization. Data indicated that about 9.2% of the women are often responsible for community management, about 82.5% are sometime responsible for community management. In addition, about 11.7% of the women are often found participating in social activities, about 79.1% of the women are found participating in social activities. The

major responsible of the women is also the care of elders. For example, about 94.2% of the women are often found taking care of the elders and about 5.8% of the women are found taking care of the elders and about 5.8% of the women are found taking care of the elders.

Results of the cross tabulation data indicated that the majority of the respondents who reported their age up to 40 year indicated medium participation in livestock management (Mar, 2005). On the other hand, majority of the respondents who reported their age ranging from 41-50 years indicated higher participation in livestock management (Dolisca et al., 2006). Similarly, the majority of the respondents who reported their age above 50 year of age indicated higher participation in livestock management.

Hypothesis 1: Education of the respondents will be associated with their participation in livestock management activities.

TableNo 3: Association between education of the respondents, and their participation in livestock management activities

Education	Participation in livestock			Chi aguara	Commo
	Low	Medium	High	– Chi-square	Gamma
Illiterate	8.3%	13.3%	18.3%	9.49*	.272*
Primary-Middle	4.2%	5.0%	25.8%		
Matric and above	4.2%	4.2%	16.7%		
Total	16.7%	22.5%	60.8%		

\* = Significant (at 5% level of significance)

\*\* = Highly-significant ((at 1% level of significance)

Hypothesis 2: Income of the respondents will be associated with their participation in livestock management activities.

Table No4: Association between annual income of the respondents, and their participation in livestock management activities

Annual income	Participation in livestock			Chi aquara	Commo	
Annual Income	Low	Medium	High	- Chi-square	Gamma	
Up to 120000	7.5%	12.5%	12.5%	12.86*	.383**	
120001-200000	5.0%	5.8%	25.0%			
Above 200000	4.2%	4.2%	23.3%			
Total	16.7%	22.5%	60.8%			
* = Significant						
** = Highly-significant						

# Discussion

# Conclusion

Women are quietly participating in the welfare of their families. Usually it is seen that their society does not remain neutral for both society and family levels, because of this behavior, the social status of women has been heavily impressed and ignored. Women's participation in livestock activities has increased and women are involved in future production activities for the better economic condition of their families, which are finally proving rural development, but their efforts are not recognized.

Demographic factors such as population, education and income affect the activity of cattle. In current view, there is a very urgent need to fulfill the efforts of all acquisition holders (involved in government media, extension field staff and women's administration) efforts to promote livestock activities with their dedicated efforts. It was also explosive that lack of awareness, consciousness. In Pakistani society normally the joint family culture is prevailing in excess than nuclear family system. The girls have to mold themselves according to the customs of the new family. In different areas of Pakistan, appropriate age for marriage is suggested just in teens. Early age at marriage showed

health complications like miscarriages, low birth weight babies and still births. It is also effect on rural poverty.

It is also acknowledged that due to lack of time, social customs, limited resources, he was limited to using modern facilities and technology in animal care and management. However, he advised the government to provide small loans to buy animals and their items. He further added that the government has requested to fill the information of animal information for control of prices of animal inputs and to regularize regular training programs for the field of women and animals field.

# Limitation and Study Forward

The study is only conducted in public sector universities, modernity and cultural change might be different in private educational institutions. The opinion of the general population might be different based on their socio-demographic characteristics like education and age. Generalizability of the findings of the present study on general population is not possible because data is collected from highly educated young people and urbanized areas i.e. Lahore and Faisalabad.

# Recommendations

Women are found actively participating in livestock management but they are living in poverty therefore, they must be provided such opportunities which might accelerate their economic opportunities.

Women who are participating in livestock management are also participation in managing household activities and it is recommended to start different activities to make them less stress due to multitasking.

There is strong association between the age of the women and their participation in livestock management but the participation is lower among young women therefore, it is recommended that they should also be involved in livestock management.

There is also strong association between the qualification and women's participation in livestock management but the participation is higher among illiterate women therefore, it is recommended that literate women should also be involved in livestock management to increase their family income.

The current study also found significant association between the family income of the women and their participation in managing livestock. But the participation among the poor women is lower therefore it is recommended to also involved them in livestock management.

Women are less participating in marketing and trading of animals therefore, they should be encouraged to participation in such activities to make them more aware about livestock.

# **AUTHORS' CONTRIBUTIONS:**

*Sidra Noreen:* Data Analysis and its interpretation, Abstract and Conclusion writing, review of the article after completion, and correspondence with the journal.

# References

- Adesehinwa, A.O.K., J.O. Okunola and M.K..Adewumi. 2004. Socio-economic characteristics of ruminant livestock farmers and their production constraints in some parts of South-western Nigeria, Livestock Research for Rural Development, 16(8) [Online] www.cipav.org.co.
- Akmal, N. and S. Taj. 2004. Women and Live stock management in Sindh, Pakistan
- Amin. H, T. Ali, M. Ahmad and M. I. Zafar, 2010. Gender and development: roles of rural
- Beth, A.M. 2001, Empowering women to achieve food security, "A 20202 Vision for Food, Agriculture, and the Environment," International Food Policy Research Institute (IFPRI), USA.

Boserup, E. (2007). Woman's role in economic development. Earthscan

Devendra, C. 2002. Animals, poor people and food insecurity: opportunities for improved livelihoods. Through efficient natural resource management, 31(3): 161-175.

- Dolisca, F., Carter, D. R., McDaniel, J. M., Shannon, D. A., & Jolly, C. M. (2006). Factors influencing farmers' participation in forestry management programs: A case study from Haiti. Forest ecology and management, 236(2), 324-331.
- Gurung, K., Tulachan, P. M., & Gauchan, D. (2005). Gender and Social Dynamics in Livestock Management: A Case Study from Three Ecological Zones in Nepal. Gender Component-LPP Project.
- Hashmi, A. 2008. Socio-economic analysis of livestock towards poverty alleviation and gender participation in livestock management in rural areas of the Punjab-Pakistan. Article published in Veterinary News & Views.
- Hussain, S., M.Z.Y. Hassan, Y. Mukhtar and S. Ali, 2004. Gender role ilivestock
- Jensen . 2003. The road to gender equality in Africa: an overview. The African Union Commission, Addis Ababa, Ethiopia.
- Mishra. S, S. Sharma, P. Vasudevan and R.K. Bhatt, 2008. Gender Participation and Role of Women in Livestock Management Practices in Bundelkhand Region of Central India. Int. J. Rural Stud., 15(1): 1023–2001.
- Oladejo, J. A., Olawuyi, S. O., & Anjorin, T. D. (2011). Analysis of women participation in agricultural production in Egbedore local government area of Osun State, Nigeria. International journal of agricultural economics and rural development, 4(1), 1.
- Ram, S.G. 2001. Perspectives and strategies for the Asian Livestock sector in the next three decades (2002-2003). Pacific island countries. FAO-Unpublished report prepared fro FAO Bangkok.
- Randolph, T.F., E. Schelling, D. Grace, C.F. Nicholson, J. L. Leroy, K. C. Cole, M. W. Demment, A. Omore, J. Zinsstag and M. Ruel. 2007. Invited review: role of Livestock in Human nutrition and health for poverty reduction in developing countries. J. Anim. Sci. 85:2788-2800.
- Saghir, A., Ali, T., Ahmad, M., & Zakaria, M. (2005). Gender Participation in livestock Production activities and their consumption trend of proteineous diet in TEHSIL FATEH JUNG. Pak. J. Agri. Sci, 42, 3-4.
- Sayeed, A. 2003. Income Patterns of Women Workers in Pakistan. An article Published in Daily Dawn, Aug. 14, 2003.
- Sayeed, A. 2003. Income Patterns of Women Workers in Pakistan. An article Published in Daily Dawn, Aug. 14, 2003.
- Tollens, E. 2002. Contributions of men and women to food crop production labour in Africa: information from COSCA. Outlook on Agriculture., 3 1(4): 259-265.