



A STUDY ON ENTREPRENEURIAL ECO FOR GREEN MILK RESOURCES IN ORDER TO PROMOTE SUSTAINABLE ENTREPRENEURSHIP IN OMAN

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Abstract

The increasing in demand for food industries cultivate the risks of food insecurity in local markets. One among such essential commodities is the consumption of milk products. The Dairy food product market in the Sultanate of Oman is relatively high in demand and is directly related to the social and economic factors, as majority of local demand is fulfilled by importing from GCC countries. The development of rural entrepreneurship is more significant in the developing countries like Sultanate of Oman. The main aim of this research study is to analyze various factors which influences the promotion of local production and to create awareness among local citizens for developing an entrepreneurial skills in promoting domestic green milk resources and to reduce the importing of dairy products from neighboring countries. Also, to promote employment opportunities both in rural and urban part of the country.

Keywords: *Green milk, Dairy Products, Entrepreneurship, Food Industry, Socio-economic, Communication.*

Introduction

Dairy products are playing major role in today's human food habit under different forms. They contain most vital vitamin component for the human body such as calcium, glucose, and minerals. As growing demand increases for dairy products, the insecurity of future food product also need to be considered at this time. In developing countries like Sultanate of Oman, Agricultural sectors are struggling a lot due to scarcity of water, infertility of soil and climatic factors. So it's time to consider the allied sectors related to food industry. The most significant allied sector related to agriculture is the dairy sector. The Dairy food product market in the Sultanate of Oman is relatively high in demand and is directly related to the social and economic factors, as majority of local demand is fulfilled by importing from GCC countries. Since the domestic production of milk products are not focused for constant growth in keeping pace of increasing demand, this study gives a sight to focus on the development of rural entrepreneurship in dairy industries which is more significant for the economy of the developing countries like Sultanate of Oman.

Statement of the Problem

In Oman, dairy and dairy related products are most consumed by the public and majority of the dairy products are imported from neighboring countries. In this study, an attempt is made to study consumers view with regard to the scope of reducing imported dairy products in order to create entrepreneur opportunities and self-employment towards green milk resources and its products.

Review of Literature

In dairy production cows are considered as the major source of milk production. This dairy source is developed in the form of traditional sectors and the main source of dairy producers are from rural areas in the form of unorganized sectors so they are not able to trade in urban areas [1]. When compared to rural areas more crowded population are in urban areas and the daily demand for dairy products are unable to fulfill by local production so the need for importing from neighboring countries raised which impacts countries local economy [2].



The National Program for Enhancing Economic Diversification (TANFEEDH) in Oman has defined clear objectives and targets for year 2020 in its 9th 5 year development plan for establishing an integrated dairy farm [3]. Based on the review of the program, the current Dairy market rate of self-sufficiency will increase about 100% by 2035 and 135% by 2040. It clearly shows the growing demand for dairy industries which results in a substantially increasing phase of countries economy [3].

Currently the self-sufficiency rate of dairy products in the country is only 31% and the balance need of about 69% is imported from neighboring countries. This demand of 69% gap of dairy products, gives an inspiration for local citizen to promote entrepreneurial by creating self-employment opportunities both in rural and urban part of the country in the form of organized sectors [4].

The Significance of the Study

The Dairy food product market in the Sultanate of Oman is relatively high in demand, the dairy product based on local production in Oman is about 31% and the balance is imported from GCC countries. Thus the local need for about 69% of dairy productions gives a gap to signify an opportunity for further investigation and find a feasible solution to invest in this industry.

Analysis and Discussion

The need for focusing towards Dairy Sectors in Oman

In 2016 the dairy production in Oman is about 94 thousand tons and in 2017 it was increased to 96 thousand tons with a growth rate of about 2.1%. But still the local dairy market is not fulfilled by its domestic production the self-sufficiency rate of dairy products in the country is only 31% and the balance need of about 69% is imported from neighboring countries. Also, these imported dairy products are pasteurized milk which is stored for more than 24 hours before delivery and not fresh milk so called "Green Milk".

The significance of the dairy industry so called dairy enterprise is part of agricultural activities which plays a major role among farmer's activities in rural population. Developing self-employment among farmers is also a part of entrepreneurial activity and it reduces unemployment to a large extent in rural areas towards economic development of Oman. It was also evidenced that foreign investors are also focusing on setting dairy farms and related processing units with an aim of high return on investment.

Consumer Analysis

The present study was carried out in capital city of Oman, because of large number of consumers are in capital city. The primary data were collected in a structured survey method for consumers view about Fresh Milk Vs Imported Milk. A total of 55 respondents were selected by a random sampling method and independent variables were identified based on relevant review of literatures and discussions. The data collected were analysed and percentage of simple comparison of social-economic characteristics were identified towards entrepreneurial behaviour.

Results and Discussions

The study revealed that Majority of consumers prefer the Fresh Milk produced by local suppliers than imported milks because the origin of imported milk is unidentified. On the other hand based on consumers view about fresh milk, it will increase the farmers life style as part of self employment and also it will turn in to income generating enterprise among family members. The income generated from dairy products is an assured income and not like agricultural income which is based on natural parameters. The results of this study gives an insight for farmers from rural sectors to promote their dairy products to urban sectors in an organized entrepreneurial manner of giving more employment to local citizens with the support of government funding projects.



Conclusion

The local development of dairy industry plays a significant role in the countries economy by reducing import costs and developing local employments. Since Oman have very little fertile land for agricultural purpose, considering the dairy product consumers demand as part of agricultural allied product, farmers are motivated to start self employment. It is also evidenced that the need to establish awarness to promote dairy farming in order to attain self-sufficiency in dairy production and to generate the local employment for the benefit of citizens towards promoting the health and nutrition of consuming fresh milk products as part of food security policy of the Sultanate of Oman.

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