



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Department of Media studies and Journalism

Internship (Research) Report

**Women in “cattle farming” its challenges and negotiate
tactics: “focus on selected case studies in Bangladesh.”**

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INTERNSHIP REPORT APPROVAL FORM

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SUMMARY

The research highlights the significant role of women in world livestock farming industry, particularly focus on Bangladeshi women entrepreneurship in cattle sector, there challenges and negotiation tactics Women play a crucial role in milk production, although not all control the sale of milk and its products. The research highlights the gender disparity in ownership of landholdings in agriculture, as per Census 2011, in India out of total female main workers, 55 per cent were agricultural laborers and 24 percent were cultivators. However, only 12.8 per cent of the operational holdings were owned by women, which reflect the gender disparity in ownership of landholdings in agriculture. Rural women perform labor-intensive jobs such as weeding, hoeing, grass cutting, picking, cotton stick collection, seed separation, and livestock care. Women make up half of the rural population, and the livestock sector offers opportunities for improving household incomes through women's participation. However, the sector requires stronger institutional support for more credit and upgrading women's livestock farming skills. Entrepreneur as a woman cattle farmer they have a brighter future in Bangladesh. The research I want to do, it could bring a large benefit for the woman entrepreneurs, especially in cattle farming sector.



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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Cattle farming is one of the biggest sectors in agriculture all over the world. According to ResearchGate data, there are around 402.56 million livestock in Bangladesh (Hamid, 2020). There are 535.78 million animals in the nation overall, up 4.6% from the 2012 animals Census. The total number of cattle, buffalo, Mithun, and yak in the world is 302.79 million as of 2019, a 1.0% rise from the previous census. There are now 25.7 million cattle, 0.83 million buffaloes, 14.8 million goats, 1.9 million sheep, 118.7 million chickens, and 34.1 million ducks believed to be among Bangladesh's livestock population. The population density of animals per acre of arable land is 7.37. In the nation, this density has been rising annually.

Livestock is essential to Bangladesh's food security, balanced diet, and unemployment problems since it generates foreign exchange, empowers women, increases the productivity of agricultural land, and creates self-employment opportunities. According to the Department of Livestock Service, the livestock sector's share of Bangladesh's GDP in FY 2021–22 climbed at an average rate of 5.39 percent over the previous five years. While making up a very small portion of the nation's GDP, the livestock industry plays a major role in providing the nation's daily needs for animal protein. Bangladesh's livestock industry provides the 120 grammes of meat that an individual consumes each day. Additionally, around 20% of the nation's population is directly, and 50% of the population is depended on this sector.

Annual investment in Bangladesh's livestock sector is rising. According to a BPICC source, investments in poultry have grown from BDT 1,500 crore in the 1980s to BDT 35,000 crore now. It is anticipated that this investment will double in size during the following ten years. The biggest businesses in the country are also eager to engage in the cattle sector, which is seeking financial prospects and significant growth. In 2018, the Bangladeshi government and the World Bank signed a \$500 million funding agreement. This agreement supports the expansion of the dairy and livestock sectors in the country,

as well as better market access for 20 million small- to medium-sized company owners and animal farmers. The government of Bangladesh has launched several programmes to advance the livestock industry, notably the 'Amar Bari Amar Khamar' program, which by 2019 had helped over 13 lakh families establish family farms. Programs are being implemented by the Department of Livestock Services to boost milk output, enhance cow breeds, fortify the market, and guarantee quality control. Domestic cow breeds are being improved and productivity increased by artificial insemination. The nation's first "Proven bull" breed was created by the Directorate of Livestock, which has also constructed over 4464 specialized breeding facilities. To stop animal sickness, a robust medical system has been created.

Women continue to play an important role in this industry. Typically, rural women work side by side in the cattle industry to support their male counterparts. Rural women engage in a variety of livestock farming-related tasks, including milking, feeding, caring for animals, watering animals, gathering firewood, and cleaning animal shelters. They also undertake most of the difficult tasks like brooding and breeding, fodder chopping, cutting, and carrying, calf rearing and making animals' sheds, marketing of animals' produce, milking, and marketing all livestock-related activities. Apart from their regular domestic responsibilities, they also participate in cattle farming operational management. However, women can also take it as a professional activity, like it can also be a part of women's entrepreneurship, but they make a medium to low contribution at the managerial level. In the context of Bangladesh, we observed similar cases, but the situation there is worse than in other nations. For example, when someone starts a commercial cattle farming operation in Bangladesh, it should always be run by a man, according to Bangladeshi culture. As a cattle farmer, women's entrepreneurship is very challenging, and social norms negotiate and overcome it. It is also a very tactical issue. The limitations faced by women are their relatively smaller time allotments and lack of financial decision-making autonomy. They have more housekeeping to do as well. Women's roles included assisting husbands in managing cattle while simultaneously taking care of the home and family and participating in the choice of whether to take out loan financing because they are generally more cautious when making decisions. Financial sourcing problems faced women at the beginning of their journey. They are not independent from our cultural perspective, so they don't even get a loan from banks or NGOs in a large-scale amount to start up a cattle farming business. Land is also a

variable to start a business of cattle farming. Most women are unable to arrange their own land or to rent it. As a cattle farm business holder, I have a personal experience of it.

I chose this issue because it is extremely personal to me. As the owner of a small cow farm, I had to deal with these challenges and a dirty process that is exclusively performed by men. I had no prior experience in that industry when I launched my firm, “Shopno Bari Dairy and Agro” on a commercial basis. For me, this industry was completely blind. After a while, I spent more and more time learning about this industry. I can now confidently state that based on my professional challenging, it is difficult to interact with people in rural areas for a variety of reasons, including poor communication infrastructure, a lack of skilled labor and training, a scarcity of physicians, insufficient knowledge of artificial breeding, improper vaccination camps, etc. I suffered and confronted many shortcomings. It was too difficult for me as a woman, so I made the decision to do more research on my topic and increase my level of knowledge about the cattle industry. If I am successful in finishing my research, it will benefit many Bangladeshi women entrepreneurs who aspire to work in the livestock industry in the future. experience, it is extremely difficult for a woman to thrive in Bangladesh's cattle industry. When I first began working with people, I believed that there were a lot of societal conventions, a high percentage of illiterate individuals, and that negotiating strategies were much more difficult. Not only did I face the societal issue but also faced many challenges in my entire family. Nobody willingly support me to come cattle farming, so I was faced with financial crisis moment, land issues because I don't have own land to a startup. After a long survival my father and husband supported me about give me a land and investment in my startup but the first step to start up this cattle farm was only main. I was sale my all-gold jewelry which is my wedding gift, and I was some own fixed deposit money which I cash to my start up starting.

Several factors, including the age of the female entrepreneur, her education, her land ownership, her income, the caste she belongs to, the size of her herd, exposure to the media, extension farming, stakeholder contact, social participation, and urban contact, had a positive impact on the cattle sector's decision-making level's adoption of management practices. Pregnancy diagnosis and artificial insemination both showed low adoption. Women from rural areas must get extensive schooling. For women to be empowered, the government must try to improve women's training in this field. Authorities can also expand pastureland and grazing areas.

The significance of both men and women in the livestock industry is highlighted by observational studies that demonstrate gender differences in livestock output in Africa, Nepal, Brazil, India, Indonesia, and Pakistan. Nonetheless, women lack administrative authority and are frequently ignored. Promoting women's participation in labor provision, ownership, and decision-making may strengthen local economies and advance rural development. Inadequate enforcement of laws pertaining to gender equality and a lack of awareness among women might hasten the expansion of the rural economy and livestock output.

Social standards are a major factor in empowering women in the cattle industry. The rural population of Bangladesh does not encourage women to own cattle farms for profit because of social and religious constraints and difficulties relating to men. Women in traditional societies face several obstacles. If social and religious restrictions didn't exist in society, women might make significant progress in the cattle ranching industry. Most tasks involved in cow farming, such as feeding, milking, cleaning sheds, caring for calves, selecting breeds of cattle, and purchasing and selling animals, may be completed by women provided they have access to the necessary facilities. Our women continue to lag because of some incorrect ideologies. People in the society think in People in the society have diverse perspectives, such as why would ladies visit the market? Why are they going to receive cattle instruction outside? Not even women can perform tasks as well as males. The treatment of biological factors always limits women's ability to engage in outdoor activities. Women should be given greater encouragement to hasten the economic growth of rural communities. They ought to be given the opportunity to apply for a soft, simple loan from the financial company so they may engage in cattle farming more actively. Organizations such as NGOs should extend their assistance to rural women to help them become financially stable. The more financial development in rural areas we can provide for our ladies, the more well as the country.

1.2 Research Questions:

The study aims to answer the following research questions:

- What is the current scenario of women entrepreneurs in the cattle farming sector?
- What challenges do women face in cattle farming?
- How do they negotiate with the problems women are faced in cattle business?
- What is the support system and inhabiting factors in women cattle farming?

1.3. Objectives of the study:

The objectives of the research may be phrased as:

- To document the scenario regarding women in cattle entrepreneurship in Bangladesh.
- To identify the obstacles faced by women entrepreneurs in the cattle farming sectors.
- To explore the negotiation tactics of the said group in tackling the obstacles.
- To identify the support system and inhibiting factors regarding this in different spheres like family, society, marketplace etc.

1.4. Significance of the Study:

Today's world is going faster. There is no difference between men and women in workplace nowadays. Unemployment rate of Bangladesh is increasing day by day. There are more qualified people. But less job vacancy. In this circumstance empowering people is an effective way. Bangladesh's educated youth are focusing on raising cattle instead of seeking employment now a days. Around 5000 modern cattle farms in Dhaka are run by young entrepreneurs. To ensure sustainable growth, the sector needs to overcome constraints like capital shortage, raw materials, and institutional credit inadequacy, add value to livestock product marketing, and focus on year-round production. Women are a large part of a nation. So, in Bangladesh women are doing very well in education and workplaces.

Through my research topic empowering women in cattle farming business is a bright future, of Bangladesh. In my research I tried to show the type of challenges, norms, and gender discrimination women are facing in this cattle world. This research investigates the success rate of commercially involved women ownership and identifies the factors why women don't feel interest to participate in the cattle farming.

In my research, I identified and analyzed the reasons behind women not entering the cattle sector will enable women to manage the business with more awareness. Policy makers will be able to use it to develop systems for women and it will have to start with law. By analyzing my research NGO workers will motivate to women and help them to remove their negative thoughts and encourage empowerment in the cattle sector. Banks will be encouraged to give them versatile loans. The government will also come forward to support and enact policies for the women in cattle sector.

This research will take a significant role for policy makers to develop these sectors also play a big role for further research in this topic.



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CHAPTER II

STUDY FRAMEWORK AND LITERATURE REVIEW

2.1 Literature Review

This section of the study investigates existing literature that explores different aspects of challenges are being faced by women in cattle business and it negotiate tactics. over the world there are many conversations about it. There are different opinions of different researchers. Women's contribution in agricultural activities and livestock operational management its normal for us but when it comes to women entrepreneurship in cattle business it's rarely, we seen. This chapter examines some lit reviews about the existing topic.

2.1.1. Women mobility in Decision making and entrepreneurship. Women's mobility in livestock is common globally, but their decision-making abilities are often low. Studies in India, Ethiopia, Indonesia, and Bangladesh have shown that women are expert in decision-making in operational work fields but have limited skills in leadership and cash handling management. Rural women in Ethiopia participate in various activities but have limited participation in livestock activities. In Shimla, India, women are underrepresented in crop selection and management techniques due to limited access, inadequate training facilities, and ignorance about new technology.

India's cattle industry is a crucial part of its economy, with women performing essential tasks like fodder collection, chaffing, and milking. However, women's income from the industry is low due to limited access to technology extension services and women's farming organizations. To empower women, efforts should focus on decision-making, self-esteem, social support, knowledge access, credit facilities, livestock services, market accessibility, and asset ownership. Special training and farmer-producer groups can help double the income and prosperity of farmers, given their lack of knowledge and involvement in the cattle sector.

Deepanka et al. (2021) studied the decision-making abilities of 120 women entrepreneurs in the dairy farming industry in Mathura district, Uttar Pradesh, India. The study found that most respondents could make decisions regarding feeding practices, including breeding and management, health care, marketing, and processing. However, most extension initiatives and capacity-building projects are not designed with increased female participation and benefits in mind. To increase women's productivity, training programs for scientific dairy farming should be developed specifically. Women in small-

scale dairy farming can exercise greater control over resources, raising their economic and social consciousness and improving family well-being.

Deepanka et al. (2021) found that 120 women entrepreneurs in the dairy farming industry in Uttar Pradesh, India, can make decisions about feeding practices, breeding, management, health care, marketing, and processing. However, most extension initiatives and capacity-building projects do not focus on female participation. To increase women's productivity, training programs for scientific dairy farming should be developed. Rural women in Ethiopia have low leadership and cash handling management skills, but excel in operational work. Mihiret and Tadesse (2014) found that rural women have significant responsibilities in livestock management and household activities, but their participation in decision-making is low in animal husbandry activities. The study is comparable to one another as well. The literature's conclusions show that women are relatively poor at managing finances and leading teams, but they excel at making decisions in operational jobs.

Mihiret and Tadesse (2014) investigates the role of rural women in livestock management and household activities in Yilmana Densa district, Ethiopia. The research focuses on three villages and 30 randomly selected women respondents. Data was collected using standardized questionnaires and focus group discussions. Most rural women participate in cleaning animal sheds, preparing milk products, gathering dung, selling milk products, selling egg/poultry, and egg collection. In household management, they are engaged in food preparation, looking after family members, preparing local beverages, cleaning the house, clean-up after meals, washing clothes, childcare, fetching water, and embroidery. The study found that rural women have significant responsibilities in these activities, including cleaning animal sheds, preparing milk products, gathering dung, selling milk and milk products, selling egg and poultry, and egg collection. However, their participation in livestock activities is limited, such as barn preparation, selling oxen and cows, and delivering assistance of cows. The support of husbands in household activities is moderate, but their participation is below the demand of their wives. The level of rural women's participation in decision-making is low in animal husbandry activities, which are associated with better financial income. The study emphasizes the need for maximum attention to rural women in decision-making and the need for appropriate education approaches to ensure equal access to resources.

The author of next study stated that women had restricted access to decision-making positions because there was a lack of training and other resources for impoverished rural women, which resulted in a low level of engagement from these women in agricultural decision-making.

Rashmi et al (2020) investigate A study in Shimla, Himachal Pradesh, found that women, who make up 60-80% of the labor force in agriculture and animal husbandry, are underrepresented in crop selection and management techniques. Despite being involved in all livestock and agricultural activities, few households have female involvement in decision-making due to limited access, inadequate training facilities, and

ignorance about new technology. The study recommends training and facilities for poor rural women to increase their participation in agricultural decision-making.

India is a big agricultural country. Woman entrepreneurship in cattle farming is also high rate in this country. But still, women's income from the industry is low due to limited access to technology extension services, researchers said . here is two research in India.

Varsha and Ravinder (2021) explore India's cattle industry is a crucial part of its economy, with women performing essential tasks like fodder collection, chaffing, and milking. However, women's income from the industry is low due to limited access to technology extension services, and women's farming organizations. To empower women, efforts should focus on decision-making, self-esteem, social support, knowledge access, credit facilities, livestock services, market accessibility, and asset ownership. Women are the primary animal caretakers in India, and their economic contribution to the industry is substantial. Special training and farmer-producer groups can help double the income and prosperity of farmers, given their lack of knowledge and involvement in the cattle sector.

Aradhana et al (2019) in her survey in Journal of Pharmacognosy and Phytochemistry tried to elaborate the strategic involvement of women in livestock and animal production in Uttar Pradesh State UP. In this survey UP was divided in Kanpur Nagar and Kanpur Dehat and then to 10 subdivisions. Twelve villages were randomly selected and out of them 180 women participants were selected. The main purposes was to analyze the rural women's involvement in livestock production in various ages and stages of women in the stated area. Rural women always play a vital role in livestock production in South Asia region and especially in Indian area. Most of the time they are responsible for feeding the animals, milking, cleaning sheds and waste management in the area. They mostly perform the operation level responsibilities. Any management level responsibilities like economical decisions are performed by the man only. Study reveals that most of the people involved in livestock Production are from poor to medium family, the family mostly involved in agri based occupation like farming, labour. In the educational aspect most of them are either illiterate or educated in primary level. So they don't have enough knowledge on livestock production. Those who are getting the facility of training for livestock production are men, women are mostly ignored. Researcher has established some point that are very important to make the involvement of women more fruitful. Women to consider in decision making, policy making to cash handling also so that they will be more encouraged. Women to get more facilities in training or educational opportunities. As this industry has a vital role in gross economy also. Women can be encouraged in various way to accelerate the livestock production Uttar Pradesh women involvement in livestock production. Everywhere women are only doing duty of feeding, grooming, and nursing but no recognition is given to them as a contributor. They should be treated as same as men for livestock production to boost the rural economy. Aradhana et al (2019) conducted a survey in the Journal of Pharmacognosy and Phytochemistry to analyze the strategic involvement of women in livestock production in Uttar Pradesh State, India. The study found that rural women play a vital role in livestock production, often performing operation-level responsibilities and having limited knowledge about

livestock production. Women are often from poor to medium-income families, with limited education and training opportunities. To make women's involvement more fruitful, they should be considered in decision-making, policymaking, and cash handling. Yuniati et al (2019) also examined women's empowerment among ranchers raising beef cattle in Kampung Ternak, Dasin village, Tambakboyoy subdistrict, Tuban Regency. The findings showed that women's empowerment is satisfactory, but improvement is needed through exploring alternative revenue streams, such as processing livestock products into high-value goods and converting animal waste into compost or biogas. The government should provide support and direction to help women grow their businesses.

Indonesia is also a agricultural country. The results indicated that while women's empowerment is sufficient, there is room for development. This may be achieved by looking into alternate sources of income, such as turning animal waste into compost or biogas or processing livestock products into high-value goods.

The study by Yuniati et al (2019) examines the empowerment of women among ranchers raising beef cattle in Kampung Ternak, Dasin village, Tambakboyoy subdistrict, Tuban Regency. The research involved 15 respondents, including community leaders and female ranchers. The Longwe technique was used to analyze the degree of women's empowerment, with the Miles and Huberman cycle applied for qualitative descriptive analysis. The findings showed that women's empowerment is satisfactory, but improvement is needed through exploring alternative revenue streams, such as processing livestock products into high-value products and converting animal waste into compost or biogas. Women in the public sector play a dual role in both public and domestic spheres, fulfilling their roles as wives, mothers, and socializers. The government should provide support and direction to help women grow their businesses, especially in managing livestock products. Future research should focus on rancher groups in this.

The majority of Bangladeshis are devout Muslims, which restricts women's participation in extracurricular activities like work and business. Bangladesh is mostly an agricultural nation. Nonetheless, a growing number of women are engaging in agro-based pursuits like as farming and raising livestock, which helps them become financially independent. According to a qualitative assessment, women's participation in these activities has a major impact on the nation's socioeconomic shifts. Two reviews of the Bangladeshi cattle scenario are shown below.

Shajahan et al their study has tried to establish the changes that are visible in socio economic level in rural area in selected area Mymensingh district in Bangladesh which also indicates the whole country's socio-economic status. As most of family in rural area in Bangladesh are conservative, women are not engaged in outside activities such as business, job, or such kind of activities, rather it is very easy for them to engage in Agri based activities like farming, doing livestock production. Due to high demand in garment sector most of the people are going for garment job for which demand in agricultural job is also a high demand for which now a days women are also coming to do this job which

is helping them to be benefited financially as well as make them self-dependent. In Bangladesh women are very vulnerable in social, economic even in political aspects also. Where women can't go outside of the house, they can do this agro based activities. Poultry, dairy, fisheries they can handle though some limitations are there. The researcher did a very fruitful qualitative survey on that selected area where a certain number of families were selected. He found socio economic changes are highly visible in this area through the women involvement. Though they found some limitations, these can be eliminated by taking some positive initiatives. Limitations like use of new technology in agro industry can be made familiar with the women by adopting training, course in-house or if need externally. Here women sometimes facing problems with marketing which also can be eliminated by introducing online business, or marketing from home only. Transportation is also a barrier which can be solved by taking proper initiative by the policy makers. Women should get sufficient training and educational facilities by which the gross economy will be boosted up through Agri based activities. Now some of the NGOs or in government level rural women are getting few trainings to accelerate the productivity in Argo farming with the invite of women. Day by day women in Bangladesh are getting more self-dependent and keeping part in family financial improvements. Problem facing by the women in rural development are still there, which can be eliminated. Like funding is an issue, where soft loan can be given to the women with low interest rate, micro credit is introducing to them now a days to solve this issue. All the family members basically men also are helping the women to be more active in agro sector.

Sarah & Yukio (2015) investigate in this study, women's empowerment in Bangladesh's Sala Kandi (V1) and Binpara (V2) villages was examined in relation to small-scale dairy farming and other issues in the Mymensingh district. 50 rural women who were engaged in dairy farming techniques in each community provided information during in-person interviews with the use of questionnaires. Multiple Linear Regression was used to model a variety of criteria, and the results showed that women from V1 demonstrated higher levels of empowerment than women from V2 across all criterion. Through the dismantling of conventional socio-cultural norms, rural women from V1 were able to experience increased empowerment, expanded social circles, and an increase in confidence and decision-making power regarding their household and personal care. All of these benefits came from small-scale dairy farming. Consequently, the social and cultural conventions. Thus, additional rural women's empowerment is probably going to result from the growth of small-scale dairy farming in Bangladesh's other rural regions. the impact of small-scale dairy farming on women's empowerment in Salakandi and Binpara villages in Bangladesh. Data from 50 women revealed that women in V1 showed greater empowerment than those in V2. Small-scale farming increased confidence, decision-making power, self-esteem, social circles, and broke down traditional norms, suggesting potential expansion in rural areas.

2.1.2. Economic assessment of women involvement in farming.

Economic status and GDP are influenced by men and women's income, with women's economic empowerment boosting productivity, diversification, and income equality. Increased female employment rates could boost GDP by over USD 6 trillion. Companies benefit from increased employment and leadership opportunities for women, leading to increased organizational effectiveness and growth. However, gender differences in laws affect both developing and developed economies, with over 2.7 billion women legally restricted from having equal job choices. Women are less likely to participate in the labor market, have access to social protection, and are less likely to be entrepreneurs. worldwide economic assessment proved the involvement of women in entrepreneurship and the work field it is highly effect on GDP. So women involvement in cattle farming business is also very appreciating according to the economical assessment. India done two research on economic assessment of women involvement in farming which is presented here.

Meenakshi et al (2013) study in Rajasthan, India, found that women farmers adopt recommended cattle farming practices, but face challenges in management. Factors such as age, education, land holding, caste, income, herd size, mass media exposure, extension contact, social participation, and urban contact positively influenced the adoption of these practices. However, low adoption was observed in pregnancy diagnoses and artificial insemination. The study suggests that rural youth should receive intensive training and government efforts to increase grazing area and pastureland.

Asnawi et al. (2020) try to investigate the roles and barriers that women in the beef cattle farming industry encounter while trying to obtain funding. information gathered from a survey with an 80-person sample size using questionnaires. Descriptive statistical analysis was employed in this descriptive

study. The results demonstrated that one of the limitations faced by women is their relatively smaller time allotments and lack of financial decision-making autonomy. They have more housekeeping to do as well.

Women's roles included assisting husbands in managing cattle while simultaneously taking care of the home and family, and participating in the choice of whether to take out loan financing because they are generally more cautious when making decisions.

Meenakshi's study in Rajasthan, India, revealed that women farmers face challenges in management, including age, education, land holding, caste, income, herd size, and social participation. Asnawi's research in 2020 explored the roles and barriers women face in the beef cattle farming industry, revealing their limited time allotments and lack of financial decision-making autonomy. Both studies suggest that rural youth should receive intensive training and government efforts to increase grazing area and pastureland.

2.1.3. Women in livestock farming & gender discrimination. Livestock production is crucial for achieving the 2030 Agenda for Sustainable Development and improving nutrition, food security, and rural livelihoods. The Food and Agriculture Organization of the United Nations (FAO) supports the participation of large and small livestock producers, ensuring safe and quality animal products, building inclusive markets, and promoting good practices. Women play a significant role in conserving livestock diversity and small livestock production. However, traditional gender roles often bias women, and they face more obstacles in accessing necessary resources and services. These constraints include poor access to resources, limited decision-making, poor control over income and assets, limited access to markets, higher risk of exposure to foodborne and zoonotic diseases, and weak recognition of their economic role. FAO advises governments on livestock sector policies and investments and works with rural institutions to improve extension and veterinary services.

Batool et al (2014) investigate women's engagement in dairy farm activities under smallholder production systems and potential barriers to their involvement in two Punjabi areas was the goal of this field study. A survey instrument was created to gather information from female farmers (n = 194) in the districts of Jhelum and Bhakkar. The findings show that in Bhakkar compared to district Jhelum, women's involvement in dairy farm activities was much higher ($P < 0.05$). Right now, the current study indicates that a robust extension programmed aimed at improving women's skills and knowledge must be put in place to optimize the production of smallholder dairy farms. The study found that women's participation in dairy farm practices is significantly higher in Bhakkar than in Jhelum. This is due to socio-economic status and cultural norms, with women contributing exclusively to routine husbandry and nutritional management. The study suggests that providing extension services to women in these activities can

improve animal productivity. Training on livestock rearing practices can strengthen rural women's working competencies, increasing dairy production and household incomes. Quality education and knowledge of the latest technical advances in agriculture and livestock production can also enhance women's participation in economic activities.

The study by Prakash et al. (2011) investigates the participation of rural women in dairy farming in Karnataka, India. The research found that rural women play a crucial role in livestock production, particularly dairy production, which contributes to their economic development. However, most women are either illiterate or party-literate, and are often ignored in decision-making processes. The study also found that milk procurement increased from 4518 litres per day in 2004-05 to 9773 liters per day in 2008-09. The research suggests that developing technologies that support women's physical and psychological well-being is necessary to encourage women's responsibility and decision-making in the rural economy.

The study by Arshad et al. (2013) explores the role of Pakistani women in farming and raising livestock. The research involved 120 female respondents from Tehsil Jhang, who were primarily involved in tasks like milk processing, dung cake storage, manure gathering, and animal care. However, they had a moderate to low level of participation in most livestock management techniques. Most respondents (86.7%) raised cattle for household use. Rural women play a significant role in livestock management, but their participation is still low. The study suggests that extension organizations should focus on these practices and educate rural women to improve their role in the livestock industry.

Batool et al (2014) found that women's involvement in dairy farm activities is higher in Bhakkar than in Jhelum due to socio-economic status and cultural norms. The study suggests that providing extension services to women in these activities can improve animal productivity and strengthen their working competencies. Prakash et al. (2011) found that rural women play a crucial role in dairy farming in Karnataka, India, but are often illiterate or party-literate. Arshad et al. (2013) found that rural women in Pakistan have moderate to low participation in most livestock management techniques, with most raising cattle for household use. The study suggests that extension organizations should focus on these practices and educate rural women to improve their role in the livestock industry.

Spanevello et al. (2020) conducted a study in Rio Grande do Sul, Brazil, to examine the role of women in dairy production and the technological advancements in the industry. The study involved 68 women from 21 communities, categorized into modern, in transition, and traditional. The findings revealed that women have historically grown the dairy industry, but there is also a sexual division of labor. The study found that women exhibit autonomy in some aspects of management but co-manage with their husbands and have mutual support during fruitful phases. Women's duties on rural properties are mostly household chores, with dairy farming being the most significant. However, male involvement in dairy farming is typically correlated with intensification and revenue generation. The study's limitations highlight the impact of gender on women's roles in the dairy industry and suggest future research should consider other aspects such as health concerns, information and communication technology use, and succession-related problems.

Humera et al. (2010) conducted a study on the contribution of rural women to livestock production in Faisalabad, Pakistan. Out of 768 participants, 70.6% were part of a combined family, and 37.5% were actively involved in cattle rearing. The study found that male heads of the family were mostly responsible for raising the dependents in a shared family. Rural women in the united family took on greater household and agricultural responsibilities, making division of effort and sharing of care easier in joint families. The study also examined the socioeconomic status of the respondents, dividing them into nuclear and joint families based on their social status. The results showed that joint families maintain distinct roles in labor distribution, with joint families favoring joint families due to their spouses being best suited to handle both domestic and livestock tasks. The study provides a stronger foundation for policy development regarding agricultural practices and their function.

A survey conducted by Lok Nath Paudel et al. (2009) in Nepal aimed to evaluate gender roles in livestock farming, gender engagement in public-sponsored activities, and the role of women in research and development. The study found that women are often involved in operation levels, such as feeding, milking, and cleaning, but are not directly involved in cash handling. Women are often overlooked in decision-making and training opportunities, hindering the development of livestock production and socio-economic development. The study suggests that policymakers and society should take initiative to encourage equal opportunities for both men and women in livestock production to meet protein demands and accelerate rural development.

Assan et al. (2014) examine gender disparities in livestock production in Africa, highlighting the importance of both men and women in the sector. However, women are often neglected and lack administrative authority. Encouraging women's involvement in decision-making, ownership, and labor provision could boost their economy and contribute to rural development. Lack of proper implementation of gender equality rules and proper knowledge among women can accelerate livestock production and economic growth in rural areas.

Spanevello et al. (2020) found that women have historically grown the dairy industry in Brazil, but there is a sexual division of labor. Women exhibit autonomy in some aspects of management but co-manage with their husbands and have mutual support during fruitful phases. Rural women's duties are mostly household chores, with dairy farming being the most significant. Humera et al. (2010) found that rural women in Faisalabad, Pakistan, take on greater household and agricultural responsibilities. Lok Nath Paudel et al. (2009) found that women are often involved in operation levels but not directly involved in cash handling. Assan et al. (2014) examined gender disparities in livestock production in Africa, highlighting the importance of both men and women in the sector. Encouraging women's involvement in decision-making, ownership, and labor provision could boost their economy and contribute to rural development.

Patel et al (2016). investigate the role of women gender in livestock sector in india.it was a review journal which done by whole Indian women and gender discrimination in livestock. India is a country mostly based on agriculture, and women are generally in charge of keeping livestock. Most of the work related to animal husbandry is done by women. This includes harvesting fodder, feeding, watering, monitoring the health of the animals, managing, milking, and processing livestock at home, as well as adding value and selling. In Indian villages, gender inequality is pervasive in addition to the important responsibilities and contributions made by women. The livestock business must handle gender discrimination. It is imperative that efforts be made to enhance women's capacity to meet their strategic needs and negotiate with assurance. Because they tend to the sick, gather feed, and attend births, women are essential to the management, processing, and sale of livestock. However, not every one of them is overseeing the sales of the dairy sector, they continue to produce milk. Acknowledging and supporting women's roles as livestock owners, processors, and consumers of livestock products while enhancing their

capacity and ability to make decisions is essential to promoting women's economic and social empowerment and, ultimately, providing rural women with a means of breaking the spiral of poverty. India's female livestock producers make up the bulk of the industry. Apart from the noteworthy involvement and input of women, gender disparity is also pervasive in Indian villages. Therefore, it is necessary to address gender disparity in the cattle sector. It is imperative that efforts be made to enhance women's capacity to meet their strategic needs and negotiate with assurance.

Seema et al (2008) investigate in the villages of central India's Bundelkhand area, gender engagement in agricultural production and animal husbandry is studied in this study. An analysis was also conducted on the impact of several socio-economic characteristics, including age, education level, and land ownership, on women's daily activity involvement. Open-ended surveys of 260 farmers were used, although 120 farmers—90 of whom were women—from the two Jhansi (U.P.) villages and members of 11 SHGs focused on livelihood concerns at community land in the Chardwari region of Orchha, Tikamgarh (M.P.) participated in the thorough In the villages of central India's Bundelkhand area, gender engagement in agricultural production and animal husbandry is studied in this study. The impact of several socio-economic variables, including age, education, and land ownership, on women's daily activity involvement was also examined. Open-ended survey questions were used to gather information from 260 farmers, but in-depth research was conducted with 120 farmers - 90 of whom were women involved in important decision-making activities. The bulk of female respondents (58%), illiterate (58%) and classified as marginal farmers (48%), were between the ages of 25 and 50. Socioeconomic characteristics like age, education, and land ownership were shown to have a significant influence on the proportion of farm women who participated. Research. To determine the frequency and percentage of involvement, mean scores were examined. a variety of farm women engaged in various occupations. Overall, they devoted around 14–17 hours a day to various domestic and agricultural tasks. It was shown that those who are illiterate (16.35 hours per day), landless (17.3 hours per day), and women in the 25–50 age range (16.5 hours per day) engage in more activities daily. This paper discusses the results related to these discoveries. The study examines gender participation in crop production and animal husbandry in Bundelkhand villages, central India. It reveals that women are most involved in these activities, with men in decision-making roles. Most women are aged 25-50, illiterate, and marginal farmers.

Socio-economic factors like age, education, and land holding significantly impact women's participation. The study found that illiterate, landless, and 25-50-year-old women spend more time on various activities daily. It was discovered that women performed the majority of the labor-intensive tasks in agricultural agriculture and animal husbandry.

Patel et al (2016) and Seema et al (2008) conducted studies in India and the Bundelkhand area to examine gender engagement in agricultural production and animal husbandry. They found that women are most involved in these activities, with men in decision-making roles. Women are mostly aged 25-50, illiterate, and marginal farmers, and socio-economic factors like age, education, and land ownership significantly impact their participation. They spend around 14-17 hours a day on various domestic and agricultural tasks, with illiterate, landless, and 25-50-year-old women spending more time on various activities daily. The study highlights the need to address gender disparity in the cattle sector and enhance women's capacity to meet their strategic needs and negotiate with assurance. Acknowledging and supporting women's roles as livestock owners, processors, and consumers of livestock products while enhancing their capacity and ability to make decisions is essential to promoting women's economic and social empowerment and providing rural women with a means of breaking the poverty spiral.

According to the review mentioned above, most of the knowledge that is now available focuses on issues related to decision-making skills, entrepreneurship, women's involvement in cattle farming, gender discrimination, economic evaluation, etc. Most of the research focuses on the perceived efficacy of women's varied livestock engagement. However, there was a study gap about how they deal with that kind of issue, what their support networks are for getting more women involved in the cattle industry, and what their barriers are. Therefore, that will be the line of inquiry for any more research. The cattle industry in Bangladesh has a promising future, but there aren't enough female entrepreneurs. Bangladesh can be utilized for more study on the knowledge gap, based on the results of the lit reviews. so that reason I feel interested on it.

2.2. Theoretical framework:

A theory's supporting and illustrative structure is known as its theoretical framework. A theory is a collection of connected definitions and concepts that describe the relationship between the variables used to explain a phenomenon to give a systematic picture of the phenomenon. After a protracted research procedure, a theory is created that clarifies the reason for a study's research difficulty. A theoretical framework gives researchers a structure for organizing data and drawing conclusions, guiding the research process like a roadmap for the study. This aids in the clear interpretation of the researchers' results. This section of the proposal intends to draw a theoretical outline that will be followed throughout the thesis paper.

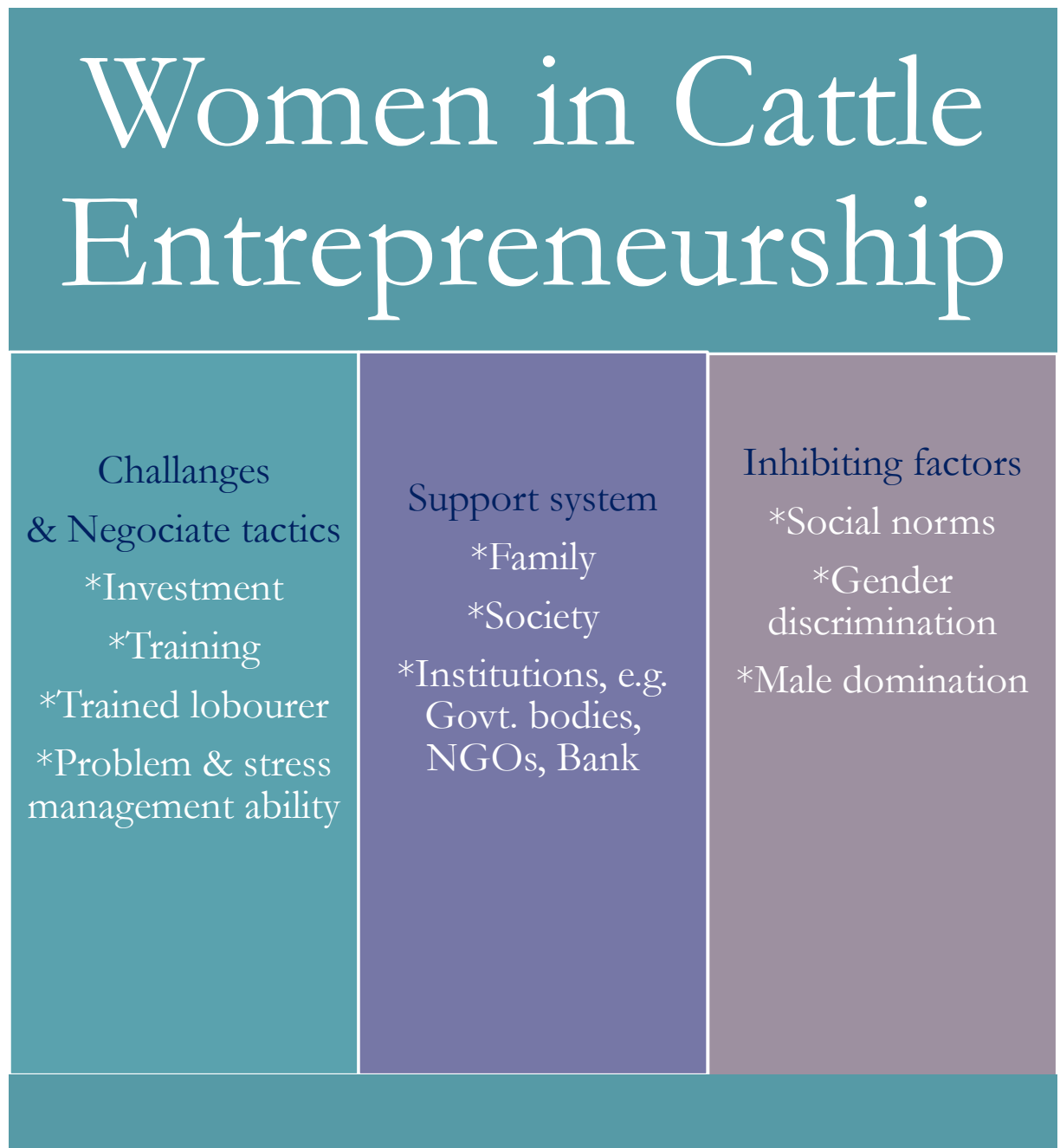
Systems theory, influenced by biological and human social systems, emphasizes organizational relationships and interdependence among components. It identifies common defining properties like hierarchical ordering, coupling, and permeability. Theories like Weick's organizing, communication network, ecological, evolutionary, and self-organizing systems theory have been applied in various research areas, including communication design, technology adoption, professional communication, health campaigns, and public relations. These theories have been applied in various fields.

The research focuses on women's empowerment in cattle farming, examining challenges they face, negotiation strategies, and systemic errors. Despite their potential, they often lag due to system loss. The study uses system theory, which consists of input, process, output, and feedback elements. The processes that take place to change inputs into the intended outputs are represented by the term process. Resources or fundamental elements that will be converted into an output are represented as inputs. feedback is the control factor.

2.3. Conceptual Framework:

A conceptual framework is an illustration of the expected relationship between variables, or the traits or attributes that wish to investigate. Conceptual frameworks can be written or illustrated, and they are often created by reviewing the body of research that has already been done on my subject. Here is showing of the conceptual framework on my topic women in cattle farming its challenges and negotiate tactics. the framework shows the relation between different variables related with women empower system on cattle farming, its challenges, negotiate tactics and societal behavior and aspects.in cattle sector women involvement are depending on some of dependent and independent variables.

Variables: The study's dependent variable is the obstacles, strategies for negotiating, network of support, and variables that prevent women from pursuing careers in cattle farming. Numerous independent factors are included under this variable, including investment, gender discrimination, social norms, negotiation strategies, stress management, problem-solving skills, education, family support, and the capacity to overcome various social norms. These variables are all play a important role on farming business, to my study it is also a crucial part.



2.4. Operational Definition:

A technical phrase used to describe the overall idea of any terminology, medium, or equipment is operational definition. Operational definition in research may be defined as the method, timing, and means of data collecting. When collecting data, it provides a detailed explanation of technical jargon.

It also clarifies the process and establishes standards for data collecting. For instance, an operational definition on women's empowerment in livestock production will explain the methods used for gathering data throughout the study, including the location of data collection, logical justifications, and different research instruments.

2.4.1 Women. Women are a human's biological status. the human gender identity, which is the opposite of masculine. the feminine while referring to women. Global identity just reverses masculinity. Thus, in theory, they are simply regarded as human biological condition on a worldwide scale. They receive the same treatment as males regardless of their participation in international development or policymaking. The meaning differs depending on the state, the level, and the geographic location. It also varies based on religion. Women are treated differently depending on their social and biological position in poor nations like Bangladesh. They are regarded as members of the family and have the character to keep up with home chores. They take care of the house, produce the children and are accountable for their upbringing, cook, andThe birth of children and their upbringing, including meal preparation and family feeding. They are frequently engaged in extracurricular activities like jobs, businesses, or other worthwhile commitments. They frequently participate in the creation of policies.

2.4.2. Entrepreneurship. Anyone can possess the trait of entrepreneurship. It describes the capacity and preparedness to create or launch any kind of venture, initiative, or creative activity. Entrepreneurship is a highly expected skill to build any business or initiatives and to generate a profit. A single person comes up with an idea, acts upon it, and sees it through to success. Entrepreneurs in the agro-based business sector are initiating small-scale ventures and experiencing success. Since most rural Bangladeshi women stay at home, women might be the entrepreneurs who start the family cattle business.

2.4.3 Challenges. A challenge is an exhortation to struggle towards a certain objective for a person, group, or team. It's a struggle, competition, or exceptional effort by nature. Achieving any goal may require overcoming a variety of challenges or barriers. Anyone must take on the problems to decide how to handle such obstacles or difficulties. It is a way of objecting to a specific target's credentials. To ensure the success of their study, researchers must overcome a variety of obstacles. These obstacles might be man-made artificial or natural. Any type of employment has some level of difficulty to succeed. In rural areas like Asia and Africa, where women want to develop farms producing cattle, there are always. Africa is always faced with a variety of difficulties in different contexts. In Bangladesh, women face many challenges, such as inadequate knowledge of the industry and, frequently, inadequate training. The other male businessman who wants to sell women cattle for his startup chits them There's a chance you might be duped while choosing crops or food. They encounter difficulties from the syndicates even when they sell time. Even from relatives, they typically receive less assistance.

2.4.4 Negotiation tactics. The compromise for any difficulty is to negotiate. The negotiator uses a thorough process to maximize his personal gains and attain his goals. Negotiators typically employ negotiating strategies to achieve their own goals and objectives. They could thus deceive, compromise, or manipulate their objective. Different negotiating strategies exist, such as compete, accommodate, avoid, compromise, and collaborate. They are all essentially risks or obstacles to achieving the objective. According to women entrepreneur theory, to launch a farm that produces cattle, they must employ a few strategies. They could struggle to arrange funds, locations, arable land, and other societal impediments to achieve their aim. They must so engage in negotiation. In this regard, people must bargain either with their assets—such as bank capital—sell jewels if necessary or put in more time and effort in advance planning and preparedness. In contemporary culture, managing land may also provide significant challenges at times. Negotiation is necessary.

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