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Research Article

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Socioeconomic Status in Relation to Adoption Animal Husbandry Practices (AHPs) of Dairy Farmers

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ABSTRACT

The present study conducted on 120 dairy farmers of Western region Maharashtra State. Three districts namely Pune, Sangli and Satara were purposively selected for the study. From each district one block was selected randomly. Four villages were chosen from each block by using simple lottery method. Thus, total 12 villages selected in all. Total 10 dairy farmers selected those having at least one dairy cattle for milk production from each village. Considering the objective, to study on socioeconomic status in relation with adoption Animal Husbandry Practices (AHPs) of dairy farmers. The finding revealed that the Annual Income were highly significant with adoption of AHPs. It is indicated that high annual income of respondents might have help to get more adoption of AHPs. age of dairy cattle owner, education, number of family member, land holding capacity, daily milk production, herd size of animal, formal and informal source of utilization and mass media exposure these are found non-significant to AHPs.

Keywords: *Socioeconomic Status, Animal Husbandry Practices, Dairy farmers*

INTRODUCTION

Milk production in India is predominantly domain of small holder in mix farming system. On the basis it, dairy sector has performed well during last two decade. India's milk production during the year 2014-15 reach the level of 146.3 million tones, providing per capita availability of 294 gm per day this has not only place of India at the top in the world but also it represent sustained growth in the availability of milk and milk products for the burgeoning population of the country. Dairy has become an important secondary source of income for millions of rural families and has assumed the most important role in providing employment and income generation opportunities.

The prime objective before the nation is to improve the economic condition of the rural poor to fulfill the national commitment.

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However, in the recent past achieved the relative importance of dairy in changing socioeconomic condition of poor section of the rural India. Dairy has been identified as one of the most potential and viable occupation for small, marginal farmers and landless farmers. Various recent studies and data suggested that dairy has vast potential to improve the socioeconomic status of large percentage of rural population.

The level and speed of adoption of innovative animal husbandry practices by farming community has been far away from satisfaction, though it has direct using for farm production. The slow adoption of improved Animal husbandry practices is attributed to various factors. Understanding existing animal husbandry practices followed by the farmers, it has necessity to identify strength and weakness of their rearing system. Therefore, a study entitled "Socioeconomic Status in Relation to Adoption of Animal Husbandry Practices of dairy farmers" was conducted to assess the socioeconomic status and adoption of animal husbandry practices by the dairy farmers.

MATERIALS AND METHODS

The study was conducted on 120 dairy farmers of Western region of Maharashtra. Three districts namely Pune, Satara and Sangli were purposively selected for the study. From each district one block was selected randomly. Four villages were chosen from each block using simple lottery method. Thus total 12 villages selected in all. Total 10 dairy cattle owner selected those having at least one dairy cattle for milk production from each village. Thus total sample size of 120 respondents was selected for study. A well prepared pretested structured Scheduled were distributed and collected data personally to get authentic first hand information. For data analysis average, Mean, Frequency, percentage, Standard Error, Standard Deviation and correlation coefficient were used.

RESULT AND DISCUSSION

The socioeconomic and personal status of respondents plays an important role in adoption of animal husbandry practices. Some of the following socioeconomic variables were selected, analyzed and are presented in table 1. Around 48.33 per cents of respondents were belonging to Middle age *i,e* around 31 to 50 year of age group, followed by old age group 30.83 per cent and the respondents belonging young age group were 20.83 per cent only. The reason for this finding might be that middle age is utilized more productive time period in the life an individual, moreover young are less interested in dairy farming as occupation. This finding is similar to Bhatt, and Raval (2011). As concern to Education status of cattle owner majority of respondents had obtain High school and college education *i,e* 43.33 per cent respectively. This might be because of good availability of education facility nearby city area of the village. Near around 57.50 percent of dairy farmers having low level of land up to 2.5 acres. Marginal land holding was 26.66 percent. Followed by medium (10%) up to 10 acres of land holding and 4 percent cattle owner had no land. On the basis of results, it can be concluded that majority of dairy cattle owner had 1 to 2.5 acres of land. This might be due to high density of population, and industrialization and urbanization played important role in reduction of per capita availability of land. This result similar to Bhatt and Raval (2011). Cattle 0wner having upper medium herd size *i.e* 06 to 10 dairy animal herd size of animals. Followed by lower (45.00 percent) lower middle and low (22.50 percent) number of animals respectively. Similar finding in relation to Gulkari et al. (2014). Nearly, 33.33 percent respondents earning higher level (2 Lac and above) of Annual Income. Some of the scientist explains that increase use of innovative technology adoption in relation with annual income of farmers. It is revealed that, 47.5 percent of dairy cattle owner had

upper medium herd size. Data revealed that majority of milk production were under Medium level of production (54.16%) followed by low level (40%) and High (7.5%)

As concern to Extension Contact 85.43 percent of dairy cattle owners had contact with Livestock Development Officer or Livestock Supervisor of nearer Veterinary Dispensary. Followed friends (40.83 %) and relatives (24.16%). Less extension contact with dairy cooperative (15.83%) and Grampanchayat Members (10.83%) which show that cattle owner might have taken interest and faith in various effective information and knowledge provided by veterinary doctor of State Animal Husbandry department, followed extension contact with friends and relative. Similar finding reported by Ravel and Chandawat (2011).

Data in table 1 indicate that mass media utilization pattern for adaptation of animal husbandry practices most of the cattle owner utilized Television (41.66 %) as a remarkable source for Utilization of information. Followed by newspaper (35%), Exhibition (29.16%), Books (29.16%) and What's app (29.16%) as a mass media for adaptation of Animal Husbandry Practices. similar result founding with Nande (2009). It might indicated that innovative technology were easily adopted by well educated cattle owners with superior mass media exposure and extension contact or due to easy accessibility of advance information cattle owner are always ready to grab the opportunity to update knowledge through various mass media utilization pattern.

Adoption level of Animal Husbandry Practices by dairy farmers

Adoption level of Animal Husbandry Practices by the dairy farmers indicated in table No.2, on the basis of mean $\pm$ standard deviation (9.911$\pm$ 17.305) the respondent were divided into three category of adoption *i,e* low, medium, high level of adoption. It is evident from the data presented in table that majority of respondents (74.16%) had medium level of adoption. The possible reason may be that the respondents were aware about animal Husbandry practices. Singh et al. (2012). observed that majority of dairy farmers (44.2%) had fallen into medium category of adoption of health care practices; followed by 16.33 percent high and 12.50 per cent in low, respectively.

Relationship in between Independent Variable of Dairy Farmers with Adoption of Recommended Animal Husbandry Practices

The correlation estimates between independent variables and the adoption of AHPs are presented in table 3. The result indicated that out of Eight independent variables studied with Adoption of recommended AHPs. Only one independent variable *i,e* Annual income was found to be significantly association with adoption of animal husbandry practices at 5 percent level of probability. It is indicate that high annual income of respondents might have help to get more adoption of animal Husbandry practices. This finding is in line with Rehman and Gupta (2015) reported that gross annual income was positively and significantly associated with adoption level. The other variables namely Age, Education, Land Holding, Herd Size, Daily Milk Production, Mass Media Exposure and formal and informal source utilization were found to Non significant association of Animal Husbandry practices Dairy farmers. Age was found to be negatively correlated with AHP's followed by dairy farmers, which indicate that there is no direct relation with Age and adoption of AHP's. Whereas Education, Land Holding, Annual Income, Herd size, Daily Milk Production, Mass media Exposure and Formal and informal utilization showed positive correlation with AHP's of dairy farmers.

Table 1: Distribution of Respondents by Selected Personal Characteristics Influence on their Socioeconomic Status.

Variable	Category	Respondents (n=120)	
		Nuumber	Percentage
Age	Young (up to 30)	25	20.83
	Middle (31-50)	58	48.33
	Old (51 and above)	37	30.83
Education	Illiterate	03	2.50
	Primary (1-4)	13	10.83
	High school (5-10)	52	43.33
	College and above (11 and above)	52	43.33
Operational Land Holding	Landless	05	04.16
	Up to 2.5 acres	69	57.5
	2.6 to 5 acres	32	26.66
	5.1 to 10acres	12	10
	Above 10 acres	02	1.66
Income	Low (up to 50000)	20	16.66
	Lower Medium (50,000 to 1 Lakh)	22	18.33
	Upper Medium (1-2 Lakh)	38	31.66
	High (2 Lakh and above)	40	33.33
Herd size	Low (up to 2)	31	25.83
	Lower Medium (3-5)	54	45.00
	Upper Medium (6-10)	57	47.50
	Large (11 and above)	08	06.66
Milk Production	Low	48	40
	Medium	65	54.16
	High	09	7.5
Extension Contact	Friends	49	40.83
	LDO/LSS	103	85.83
	Dairy Co-operative	19	15.83
	Relative	29	24.16
	Grampanchayat Member	13	10.83
Mass Media Exposure	Television	50	41.66
	Radio	23	19.16
	Newspaper	42	32.30
	Exibition	35	29.16
	Books	35	29.16
	Whats app	35	29.16
	Internet	21	16.15

Table 2: Adoption level of Animal Husbandry Practices

Level of adoption	No. of Respondents	
	Frequency	Percentage (%)
Low (< 9.911)	15	12.5
Medium (9.911$\pm$ 17.305)	89	74.16
High (> 17.305)	16	13.33

Table 3 Correlation between Independent Variable and Adaptation of Animal Husbandry Practices

Sr. No	Independent variable	Correlation Coefficient (r)
01	Age (X1)	-0.003^{NS}
02	Education (X2)	0.039^{NS}
03	Land Holding(X3)	0.083^{NS}
04	Annual Income(X4)	0.180*
05	Herd size(X5)	0.116^{NS}
06	Daily Milk Production(X6)	0.171^{NS}
07	Mass Media Exposure(X7)	0.061^{NS}
08	Formal and Informal source utilization (X8)	0.029^{NS}

*P<0.05, NS = Non Significant.

CONCLUSION

It is concluded that majority of respondents belonging to middle age group, college level education, low land holding, upper medium income, upper medium herd size, medium milk production, high extension contact with Livestock Development Officer or Livestock Supervisor and Television as a source of mass Media for A.H.Ps. Overall majority of respondents were found medium level of adoption of AHPs. However Annual income was significant with adoption of Animal Husbandry Practices of dairy farmers.

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