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Research Article

FARMER'S ATTITUDE AND CONSTRAINS IN ADOPTION OF IMPROVED DAIRY PRACTICES

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Abstract- This study was carried out in the randomly selected 20 villages of Hindaun and Nadauti blocks of Karauli District of eastern Rajasthan. The study revealed that the highest respondents (37%) were in category of disagree attitude towards dairying and respondent in undecided category was found to 30 percent which shows not good intension towards dairy development in the area. The major constraints as perceived by dairy farmers were in adoption of improved dairy practices depicted that the major constraints as per the seriousness and got prime rank in the order of the respondent's position were high cost of fodder and concentrate, unfavourable climate for exotic breed, Improved breed are more susceptible towards the various infectious disease, lack of sufficient clean water round the year and low price of milk.

Keywords- Attitude; dairying, constraints, feed practices, breeding, disease control

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Introduction

The role of livestock is increasing in Indian economy. It contributed to nearly 16 percent of total income from agriculture in 1970-71, which increased to over 25 percent in 2002-03 [1]. This will continue to be so in the coming period due to various economic factors like increase in the population, urbanization and per capita income growth. The Animal Husbandry and livestock sectors are critical for the rural economy, especially the small and marginal farmers. They not only contribute to their income but also their best insurance against any natural calamity. The role of livestock is much pronounced in the arid and semi-arid regions like Rajasthan, which is prone to drought and resultant crop failure. At the time of crop failure, livestock sector acts as a cushion on which the farmers can fall upon. As per Livestock Census 2012, Rajasthan had 13.3 million cattle, 12.9 million buffalo, 9.08 million sheep and 21.67 million goats [2]. The indigenous breeds of cows reared in the district include Gir, Nagori and some local non-descript animals. Among buffaloes, Murrah, Murrah type, Bhadhawary and non-descript types are commonly found in the district.

India is the world's single largest milk producing country with a share of about 14 percent in world milk production. Milk has achieved a unique status in terms of its output value and contribution to the national economy, with output value exceeding Rs. 100000 crores and has made rapid strides both in terms of number of milk producers and quantity of milk produced. The White Revolution has demonstrated that the power of scale can be effectively acquired by milk producers if they work in cooperative manner with the use of improved dairy practices. As a result, the milk production reached the level of about 100 million tonnes at the end of recent data be depicted compared to 17 million tonnes in 1950-51.

The livestock sector alone contributes nearly 25.6% of value of output at current prices of total value of output in Agriculture, Fishing & Forestry sector. The overall contribution of Livestock Sector in total GDP is nearly 4.11% at current prices during 2012-13 (19th LIVESTOCK CENSUS-2012) [2]. According to 19th Live Stock census, livestock population has increased substantially in Gujarat (15.36%), Uttar Pradesh (14.01%), Assam (10.77%), Punjab (9.57%) Bihar (8.56%); Sikkim (7.96%), Meghalaya (7.41%), and Chhattisgarh (4.34%).

The unique characteristic of Indian dairy industry is that the bulk of milk production in our country is handled by small milk producers who are illiterate and unaware of economic aspects of milk production. Therefore, there is a need for poverty alleviation to be strengthened through dairying as enterprise.

Most of the rural dairy farmers, who keep dairy animals, do not follow scientific and modern animal husbandry practices which have been evolved through considerable quantum of research work carried out by the scientist resulted from decades of hard work. There is an urgent need to sensitize the dairy farmers towards the modern technologies and scientific interventions in dairy production, in order to enhance milk yield and milk quality from dairy animals. Keeping the above problems in view, the present study was taken up with the specific objectives to study the attitude of farmer towards dairying and constraints regarding improved animal husbandry practices of the dairy farmers.

Material and Methods

The investigations were carried out in the randomly selected 20 villages of Hindaun and Nadauti blocks of Karauli District of eastern Rajasthan because it is the potential district for dairy production. The dairy farmers having dairying as their major or subsidiary occupation were randomly selected from these villages. For this purpose, a comprehensive list of dairy farmers was prepared with the help of secretaries of milk co-operative societies, artificial insemination worker, sarpanch and village extension worker. From this list, 05 respondents were randomly selected from each village. Thus, the sample size of randomly selected respondents was comprised of 100. The data were collected through the personal interview to get most authentic first-hand information with the view of the objectives of the study. For data analysis, the frequencies and percentages were used.

Result and Discussion

Attitude of Respondents Towards the Selected Improved Dairy Practices

After the green revolution, development and acceptance of new dairy technology/ practices is getting the prime attention for increasing their production.

Table-1 *Attitude of respondents towards selected improved dairy practices*

S.N.	Category	Strong Agree	Agree	Undecided	Disagree	Strongly Disagree
1.	The milk problem of India can be solved with the use of improve dairy technology.	06	13	28	39	14
2.	The tradition method is better against the risk of improved dairy practices.	05	11	27	42	15
3.	Improved dairy practices found higher for milk production.	07	12	30	41	10
4.	The poor economic status of farmers did not allow adopting improved dairy technology.	05	16	30	38	11
5.	The socio economic status is increasing due to adoption of improved dairy practices.	06	09	28	42	15
6.	The improved dairy practices produce more profit rather than additional cost.	08	18	30	35	09
7.	Improved dairy practices found very difficult.	06	07	31	37	19
8.	The diseases are found more effected due to use of improved dairy practices.	07	05	32	39	17
9.	Overall Attitude	08	12	30	37	13

Table-2 *Constraints faced by the farmers in adoption of improved dairy practices*

S.N.	Constraints related to	Percent	Rank
A.	**Feeding practice**		
1.	Lack of green fodder in the village	45	IV
2.	High cost of fodder and concentrates	80	I
3.	Non-availability of balanced feed at village level	60	II
4.	Lack of good Quality of fodder seeds	33	V
5.	Cannot grow green fodder due to lack of irrigation facility	50	III
B.	**Breeding practice**		
1.	High cost of improved animals	65	II
2.	Non-availability of improved breeding bull	45	V
3.	Non-availability of semen for artificial insemination in time	50	IV
4.	Unfavorable climate for exotic breeds	70	I
5.	Lack of artificial insemination in the village level	55	III
C.	**Disease control**		
1.	Lack of veterinary hospital in village and nearby villages	35	V
2.	Animals are not vaccinated at proper time.	55	IV
3.	Costly medicines	60	II
4.	Improved breed is more susceptible towards the various infectious diseases	70	I
5.	Non-availability of medical aid	58	III
D.	**General management**		
1.	Lack of sufficient clean water around the year	75	I
2.	Lack of knowledge about proper management of animals	60	II
3.	Lack of incentives in terms of inputs from the government's departments.	35	IV
4.	Lack of training of dairy management	40	III
5.	Non-availability of Veterinary Extension Workers	15	V
E.	**Marketing**		
1.	Lack of credit for purchasing dairy animals	45	III
2.	Delay in payment of milk sold.	25	IV
3.	Lack of transportation facilities	58	II
4.	Low price of milk	70	I

Several extension schemes and programmes were introduced to offer the education and training to farmers to adopt the viable and proven dairy technology/ practices for their practical utilization in order to increase the income. Today the dairy farmers are responsive to new ideas and are willing to take up improved practices. Even then the total milk production has always been for short of its requirement. For development of dairy programme various extension activities also importing to raise the level of knowledge, attitudinal changes and testing the transferring of improved dairy technology so as to bridge the gap between production and productivity from this enterprise. The success 9r failure of these technologies would mainly depend upon the client's attitude towards the dairy development activity. By and large attitude of dairy farmers forms and essential for the better implementation and success of dairy development programme. Keeping this in view an attempt was made to ascertain the attitude of farmers towards improved dairy practices. From the above presentation it is quite evident and can be concluded that the majority of respondent were disagree about all the statements followed by undecided, strongly disagree, agree and strongly agree respectively. The statement reveals that farmers had not clear response or negative response towards the dairy development in the area.

Overall attitude towards improved dairy technologies

For adoption of improved technology, the attitude of respondents must be positive. In order to increase the level of adoption, respondent must be made aware of the recent knowledge about the technology. [Table-1] shows that out of the total 100 respondent only 12 percent respondents were in the category of agree attitude towards improved technology and eight percent farmers found to strongly agree category which shows very nominal. The highest respondents (37%) were in category of disagree attitude towards improved technology. The respondent in undecided category was found to 30 percent which shows not good intension towards dairy development in the area and only 13 percent respondents were fall under strongly disagree towards dairying. Thus, it can be concluded that majority of the respondents were in disagree category regarding attitude towards improved technology followed by undecided category. These findings are in line with findings of Awasthi, *et al*., (2000) [3] and Singh and Singh, (2006) [4].

Constraints Faced by The Farmers in Adoption of Improved Dairy Practices

During investigation, the dairy farmers expressed many reasons due to which they could not use recommended technologies on their dairy farms. These factors or causes were termed as constraints in this study and are expressed in [Table-2]. The data regarding constraints in adoption of recommended dairy farming practices by respondents are presented in [Table-2]. The data illustrated in table revealed the various constraints and impediments faced by the dairy farmers in adoption of dairy technology. Hence, opinions of farmers on constraints in adoption of improved dairy practices have been obtained and their rank orders are presented in [Table-2]. Table shows the distribution of members according to the constraints perceived in adoption of improved dairy practices. It is evident that in case of feeding practices 80 percent farmers reported the high cost of fodder and concentrate (it was the 1st rank among the all constraint) followed by 60 percent farmers who expressed that non availability of balanced feed at village level.

It was the IInd rank among the all constraint, (50%) farmers expressed that they cannot grow green fodder due to lack of irrigation facility (IIIrd rank), followed by lack of green fodder in the village (45%), and lack of good quality of fodder seed (33%) respectively. Similarly, about the breeding practices, the 1st rank constraint was unfavorable climate for exotic breed expressed by 70 percent farmers followed by high cost of improved animal (65%), lack of artificial insemination in the village level (55%), non- availability of semen for artificial insemination in time (50%), non-availability of improved breeding bull (45%) respectively. With regards to disease control, 70 percent respondents were of the opinion that improved breed are more susceptible towards the various infectious disease, followed by costly medicine as reported by (60%), non-availability of medical aid reported by 58 percent respondents, animal are not vaccinated at proper time (55%) and lack of veterinary hospital in village and nearby village 35 percent respondents respectively. As regard to the constraints related to general management category, 75 percent respondent reported lack of sufficient clean water round the year (1st rank) followed by lack of knowledge about proper management of animal (60%), lack of training of dairy management (40%), lack of incentives in terms of input from the government department (35%) and non-availability of veterinary extension workers (15%) respectively. Further, the constraints reported by farmers with regards to marketing (70%) farmers expressed that low price of milk, followed by lack of transportation facilities (58%), lack of credit for purchasing dairy animal (45%), and delay in payment of milk sold (25%) respectively. Thus, these constraints need to be addressed and methods evolved to solve them so that the adoption of the recommended dairy technology/practices can be made more effective which can lead to higher production. These finding were accordance with findings of Prakash and Singh, (2005) [5], Singh, *et al*., (2003) [6] and Vyas and Patel, (2001)[7].

Conclusion

It can be concluded that majority of the respondents were in disagree category regarding attitude towards dairy farming followed by undecided category which shows not good intension towards dairy development in the area. The major constraints as perceived by dairy farmers were high cost of fodder and concentrate, unfavourable climate for exotic breed, improved breed is more susceptible towards the various infectious disease, lack of sufficient clean water round the year and low price of milk.

Application of research: This study could be for extension researcher and farmers.

Research Category: Agriculture Technology Application

Abbreviations: Rs.- Rupees.

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