

EXTENT OF ADOPTION OF RECOMMENDED IMPROVED DAIRY MANAGEMENT PRACTICES BY THE YOUTH FARMERS OF CHIKMAGALUR DISTRICT OF KARNATAKA

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Abstract: The present study was carried out during the year 2011 in Kalasapura, Eshwarahalli and Gejjigenahally villages of Chikmagalur district of Karnataka to know the socio- economic status and to assess the adoption level of recommended improved dairy management practices by the farmers. Ninety respondents at the rate of 30 from each village were selected by following random sampling procedure. It is clear from the results that, majority of the respondents were middle aged (60.00 %), literates having small sized families (77.77 %), possessing wooden plough (98.89 %) and seed drill (72.22 %). With respect to extent of adoption of recommended improved dairy management practices, artificial insemination (91.11 %), animal health and disease management (87.78 %), marketing (81.11 %), selection and rearing of improved breed (80.00 %) were the practices adopted by the major chunk of the respondents. Further, it was noticed that, very less percentage of respondents adopted practices like, vaccination schedule (28.89 %), calf management (32.22 %), animal shed management (36.67 %) and clean milk production practices (37.78 %).

Keywords: Adoption level, Dairy farming, Socio-economic status.

Introduction

Livestock health is deemed as the oldest wealth for mankind and symbol of economic status in the society. Livestock sector is an important sub-sector of the agriculture. In India, the livestock production and agriculture are inter related. Livestock sector plays a significant role in the Indian economy, particularly for the welfare of rural population of India. India has got the largest livestock population in the world. According to the livestock census of 2003 the country had 485 million livestock population, being the first in cattle and buffalo production. India has 57 percent of the world's buffalo and 16 per cent of the world's cattle population. In India, 70 per cent of the rural households own livestock.

The performance of the dairy animals depends on the adoption of improved animal husbandry practices and information on the extent of adoption of such practices is very much important to increase milk production in the country. Adoption of scientific animal husbandry practices is one of the important aspects, which influence livestock production.

There is an urgent need to sensitize the dairy farmers to the modern technologies and scientific interventions in dairy production in order to enhance milk yield and milk quality from dairy animals.

Dairy farming in Karnataka is a predominant subsidiary occupation of farming community. Since decades, research workers are trying hard to develop continuous stream of dairy innovations, which are field tested and recommended for adoption by dairy farmers to make the dairy enterprise more remunerative. Benefits of these innovations are derived only when the farmers in their local situations efficiently adopt it. But many times the technology are not adopted by the farmers due to several factors arising out of prevailing conditions. Under the light of aforesaid discussion an investigation was made to study the adoption of improved dairy management practices by the dairy farmers.

Material and methods

The study was conducted in Chickmangalur district during 2010- 2011, to know the personal and socio-economic characteristics and extent of adoption of recommended improved dairy management practices by the famers. Three villages were selected *viz.*, Iyanahalli, Karkipete and Balehalli from the district randomly. From each village 30 respondents were selected on random sampling techniques, thus the total sample constituted for the study was 90. The information was gathered from the respondents personally using pre tested structured interview schedule. The gathered information was analyzed by using appropriate statistical tools like frequency, percentage, mean, standard deviation etc.

Results and Discussion

Personal and socio- economic characteristics

Age

As it could be observed from the table 1 that, 60.00 per cent of the respondents belong to the age group of 41-50 years followed by 51 years and above (18.89 %) and 30-40 years (21.11 %). Usually middle aged group of people were more enthusiastic, having risk bearing capacity, eager to learn and they are innovative in nature. Similar results were reported by Hanumanaikar (2006).

Education

It is evident from the results that, 28.89 per cent of dairy farmers completed primary to middle school education (1st-7th class), the remaining had high school (23.33 %), PUC (21.11 %) and graduation (10.00 %). Further it was observed that, 16.67 per cent of them were illiterates. The results are in line with the earlier findings of Gogoi and Phukan (2000).

Family size

Majority of the respondents (77.70 %) belonged to small family size (1-6 members) followed by medium (7-10 members) and large (more than 10 members) family size categories.

Material possession

It is clear from the results that, cent percent of the farmers had wooden plough followed by seed drill (72.22 %), sprayer (54.44 %), ridger (44.44 %), iron /disk plough (27.78 %), power tiller (16.67 %), and only 5.56 per cent of the respondents owned the tractor. This is because of majority of the farmers practicing conventional method of agriculture and lack of knowledge about the improved agricultural implements.

Dairy herd size

With respect to dairy herd size, majority (65.56 %) of the respondents owned medium sized herds followed by small (20.00 %) and large (14.44 %) sized herds.

Dairy herd composition

With regard to herd composition, majority (80.00 %) of the respondents possessed cross bred cow, followed by Bullocks (70.00 %), local cow (43.33 %) and buffaloe (18.89 %).

Achievement motivation

It can be seen from the table 1 that, majority (38.89 %) per cent of the respondents belonged to medium level of achievement motivation category. About 32 per cent of them were belonged to low level of achievement motivation category followed by high (28.89 %) achievement category.

Risk orientation

With regard to risk orientation, majority (41.11 %) of the respondents belonged to medium level of risk orientation followed by low (33.33 %) and high (25.56 %) risk orientation categories, respectively.

Extent of adoption of recommended improved dairy management practices

Table 2 clearly indicates that, majority (91.11 %) of the respondents adopted artificial insemination, animal health and disease management (87.78 %), marketing (81.11 %), selection and rearing of improved breed (80.00 %). This is because of motivation by NGOs and technical help by the animal husbandry department and financial support from the financial institutions. Another reason for this is majority of farmers were exposed to the mass media and KVK trainings.

Further, it was noticed that, very less percentage of respondents adopted practices were, vaccination schedule (28.89 %), calf management (32.22%), animal shed management (36.67

%) and clean milk production practices (37.78%). This might be due to the complexity of the practices to understand and non availability of the critical inputs and technical knowhow in time.

Relationship of selected independent variables with the knowledge level of the respondents

Out of nine variable, variables like Educational qualification, Herd size (ACUs) and risk orientation showed positive and significant relationship with the adoption of improved dairy management practices by the respondents. Remaining variables does not show any exhibited any significant relationship with the adoption.

Conclusion

It could be concluded from the results that, majority of the respondents were middle aged having small sized family who were capable to manage 2-3 cross bred cow and two buffaloes followed by one pair of bullock. In this regard majority of the farmers adopted the easy and common practices of dairy management by exposing themselves to mass media and extension activities organized by KVK. Further, majority of them taken NGO help for their motivation to start dairy with technical help and financial support from regional banks. Hence, administrators and policy makers of developmental departments, private extension organizations and NGOs have to come forward to organize suitable extension activities for motivation of youth towards dairy management by providing financial support. The policy makers and administrators have to design suitable and intensive extension activities to improve the adoption level of recommended dairy management practices by the farmers in general and dairy farmers in particular.

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Table 1 Personal and Socio-economic characteristic of the respondents

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Sl. No.	Particulars	Number	Percentage
1	Age		
	30- 40 years	19	21.11
	41-50 years	54	60.00
	51 years and above	17	18.89
2	Educational qualification		
	Illiterates	15	16.67
	Primary and middle school (1 to 7 th std.)	26	28.89
	High school (8 to 10 th std.)	21	23.33
	PUC	19	21.11
	Graduation	9	10.00
3	Family size		
	Small (1 to 6)	70	77.77
	Medium (7 to 10members)	11	12.22
	Large (10 and above)	9	10.00
4	Land holding		
	Marginal farmers (< 2.5 acres)	26	28.89

	Small farmers (2.5 to 5.0 acres)	46	51.11
	Big farmers (> 5.0 acres)	18	20.00
5	Material possession		
	Tractor	5	5.56
	Power tiller	15	16.67
	Wooden plough	89	98.89
	Iron/ disk plough	25	27.78
	Seed drill	65	72.22
	Ridger	40	44.44
	Sprayer	49	54.44
6	Herd size(ACUs)		
	Small (mean – 0.425*SD)	18	20.00
	Medium (mean + 0.425*SD)	59	65.56
	Large (mean + 0.425*SD)	13	14.44
7	Herd composition		
	Local cow	39	43.33
	Cross bred cow	72	80.00
	Buffaloe	17	18.89
	Bullocks	63	70.00
	Sheep and goats	11	12.22
8	Achievement motivation		
	Low (Mean-0.425*SD)	29	32.22
	Medium (Mean±0.425*SD)	35	38.89
	High (Mean+0.425*SD)	26	28.89
9	Rsik orientation		
	Low (Mean-0.425*SD)	30	33.33
	Medium (Mean±0.425*SD)	37	41.11
	High (Mean+0.425*SD)	23	25.56

Table 2: Extent of Adoption of recommended improved dairy management practices by the farmers

n-90

Sl. No.	Practices	Number	Per cent
1	Selection and rearing of improved breed	72	80.00
2	Animal shed management	33	36.67
3	Feed management	46	51.11
4	Use of balanced diet	56	62.22
5	Water management	68	75.56
6	Artificial insemination	82	91.11
7	Animal health and disease management	79	87.78
8	Calf management	29	32.22
9	De worming of calves	55	61.11
10	Vaccination schedule	26	28.89
11	Clean milk production practices	34	37.78
12	Marketing	73	81.11

* Multiple responses

Table 3: Relationship of selected independent variables with the knowledge level of the respondents

Sl. No.	Independent Variable	Correlation Coefficient
1	Age	0.172
2	Educational qualification	0.345*
3	Family size	0.014
4	Land holding	0.171
5	Material possession	0.032
6	Herd size(ACUs)	0.217*
7	Herd composition	0.221
8	Achievement motivation	0.151
9	Risk orientation	0.451*