

ADOPTION OF IMPROVED DAIRY HUSBANDRY PRACTICES AND ITS RELATIONSHIP WITH THE SOCIO-ECONOMIC CHARACTERISTICS OF DAIRY FARMERS IN KADAPA DISTRICT OF ANDHRA PRADESH

***Dr. Bharadwaja Krishna, M¹, Dr. Kalyana Chakravarthi, M², Dr. Nityanand, B³,
Dr. Ramesh Babu, P⁴, Dr. Naveen, Z⁵ and Sreekar, V.⁶**

¹Contract Teaching Faculty, Veterinary and Animal Husbandry Extension Education

²Assistant Professor and Head, Livestock Farm Complex

⁴Assitant professor, Animal Nutrition ⁵Assistant Professor, Livestock Products Technology

⁶B.V.Sc and A.H, College of Veterinary Science, Proddatur.

Sri Venkateswara Veterinary University, Andhra Pradesh, India

³Veterinary Assistant Surgeon, Veterinary Dispensary, Palugurallapalli (V),

B. Mattam (M), YSR Kadapa District

E-mail: bharadwaja4@gmail.com (*Corresponding Author)

Abstract: A field study was undertaken to assess the adoption of improved dairy husbandry practices and its relationship with the socio-economic characteristics of dairy farmers in Kadapa District of Andhra Pradesh and the information was collected. Simple random sampling method was used to select 120 dairy farmers as respondents from 4 villages. From each selected village thirty dairy animal owners were randomly selected for filling the questionnaire related to the study. The present study revealed that overall extent of adoption of improved dairy husbandry practices in the study area was found to be about 55.90%. Educational status, participation of the dairy farmers in various dairy farming related organizations, Mass media exposure, training and experience on dairy farming and knowledge of the dairy farmers on dairy husbandry practices had positive and significant relationship with the adoption of improved dairy husbandry practices. Whereas Age and Extension contacts of the dairy farmers had positive and non-significant relationship.

Keywords: Adoption-Dairy farmers-Husbandry practices-Socio-economic characteristics.

Introduction

In developing countries like India, where a greater proportion of the population lives in rural areas, and livestock provide the potential source of employment and in turn contribute to the national income, livestock production related technologies could be used as a potential means of increasing productivity and subsequently raising the incomes and living standard of the farmers. In recent years, the less developed countries have received increased attention on adoption of agricultural technologies (Makokha *et al.*, 2007). Higher milk production can be achieved by proper implementation of the scientific dairy husbandry practices but many research evidences revealed that the cattle owners in Andhra Pradesh are not keeping pace

with the constantly changing improved technologies. Many farmers are still using traditional husbandry practices which may be the cause of low production and productivity of the dairy animals. This low productivity could be attributed to, among other factors, the existence of millions of small-scale dairy producers who do not use improved dairy husbandry practices and for whom dairying is only a secondary enterprise. The ability of the dairy farmers to generate more income from dairying largely depends on the effective adoption of improved dairy husbandry practices that lead to increase in productivity. The extent of adoption of these practices by the dairy farmers could be influenced by a set of factors including, socio-economic characteristics of the farmers (animal possession, education status of the farmers, extension contacts, experience in dairy farming, training on dairy farming, information and information sources utilization behaviour) and lack of knowledge of the farmers regarding improved dairy husbandry practices. Thus, this study was designed to see the relationship between socio-economic characteristics of the dairy farmers and adoption of improved dairy husbandry practices in Kadapa district of Andhra Pradesh.

Materials and Methods

The study was conducted in Kadapa district of Andhra Pradesh, by selecting 4 villages because of the presence of more number of dairy farmers in those areas. Nakkaladinne, Gopavaram, Kamanuru and Yerraguntla were the villages selected for the study. After the selection of the villages, a village wise list of dairy farmers was prepared and 30 dairy farmers from each village were randomly selected with the help of simple random sampling methods. Thus, the total sample consisted of 120 dairy farmers as respondents. The selected dairy farmers were interviewed and desired information was collected with the help of pre-designed and pre-tested schedule. The data was tabulated and statistically analyzed using SPSS version 20.

Results and discussion

Extent of adoption of improved dairy husbandry practices by the farmers

The overall extent of adoption of the respondents in different aspects of dairy husbandry practices in the study area is depicted in Table 1. The results indicated that extent of adoption of the recommended practices in five major aspects of dairy husbandry viz., housing, selection and breeding, animal health and disease control, care and management and feeding and watering were found to be 67.85, 66.45, 58.70, 48.00, and 38.51% respectively. Higher extent of adoption was observed in housing while lower extent of adoption was in feeding and watering. The extent of adoption on feeding practices was found to be lower as compared

to other major dairy management practices. The overall extent of adoption of improved dairy husbandry practices in the study area was found to be only 55.90% indicating the need to educate the dairy farmers on different aspects of dairy husbandry practices in general and feeding and watering practices of the dairy cows in particular. The present finding is in close conformity with the findings of Parmar *et al.* (2009) and Rathore *et al.* (2009).

Table 1: Overall extent of adoption of improved dairy husbandry practices by the farmers in the study area.

Practice	Adoption (%)	Rank
Housing	67.85	I
Feeding and watering	38.51	V
Selection and breeding	66.45	II
Animal health and disease control	58.70	III
Care and management	48.00	IV
Over all adoption (%)	55.902	

Relationship between socio-economic characteristics and adoption level of the farmers

The 'r' values of the considered socio-economic characteristics are presented in Table 2. The result showed that, out of the variables considered, age and extension contacts had no significant relationship with adoption. This result is in conformity with the findings of Arora *et al.* (2006) and Rathore *et al.* (2009) who had reported non-significant relationship of age with adoption of farm technologies.

Table 2: Relationship between socio-economic characteristics and adoption of improved dairy husbandry practices

S.No	Characteristics	'r' value
1	Age	0.08 NS
2	Educational status	0.182**
3	Organisational participation	0.246**
4	Mass media exposure	0.484**
5	Extension contacts	0.06 NS
6	Trainings on dairy farming	0.178 *
7	Experience on dairy farming	0.196 *
8	Knowledge on improved dairy husbandry practices	0.542**

* Significant at 0.05 level of probability; ** Significant at 0.01 level of probability; NS: Non-significant

Education status, organizational participation and experiences of the dairy farmers on dairy farming had positive and significant relationship with adoption of the scientific dairy husbandry practices. These findings are in agreement with the findings of Karamjit *et al.* (2009). The significant relationships of education level and experience of the dairy farmers with adoption level imply that dairy farmers with higher education level and better experience adopt the improved dairy husbandry practices more than the less or non-educated/experienced ones. Mass media exposure, training on dairy farming and knowledge of the dairy farmers on dairy husbandry practices had also positive and highly significant relationship with the adoption of scientific dairy husbandry practices. These findings are in agreement with the findings of Arora *et al.* (2006).

Conclusion

The study revealed that the overall extent of adoption of improved dairy husbandry practices in the study area was found to be only about 55.90%. The relationships of the considered socio-personal characteristics with adoption reveal that Educational status, participation of the dairy farmers in various dairy farming related organizations, Mass media exposure, training and experience on dairy farming and knowledge of the dairy farmers on dairy husbandry practices had positive and significant relationship with the adoption of improved dairy husbandry practices. Whereas Age and Extension contacts of the dairy farmers had positive and non-significant relationship. Farmers with better mass media exposure, better level of education and better participation in various dairy organizations and training of dairy farming which could have a significant role in explaining the knowledge level, have better adoption of improved dairy husbandry practices.

References

- [1] Arora, A.S, Avadhesh, K.D and Dabas, Y.P.S. (2006). Socio-economic and communication variables associated with level of knowledge and degree of adoption of improved dairy husbandry practices in U.S. Nagar district of Uttaranchal, *Indian J. Dairy Sci.* 59(5): 337-343.
- [2] Karamjit, S, Singh, S.P and Yadav, V.P.S. (2009). Knowledge of dairy farmers about improved buffalo husbandry practices, *Indian Res. J. Extn. Edn.* 9(3):51-54.
- [3] Makokha, S.N, Karugia, J, Staal, S and Oluoch, K. (2007). Analysis of factors influencing adoption of dairy technologies in Western Kenya. *AAAE Conference Proceedings*, Nairobi, Kenya pp. 209-213.

- [4] Parmar, O.S, Saini, A.L, Sahota,R.S and Singh, K.B. (2009). Extent of adoption of improved practices by dairy farmers of Punjab, *Indian J. Dairy Sci.* 62(2):140-144.
- [5] Rathore, R.S, Singh, R and Kachwaha, R.N. (2009). Adoption of recommended management practices and relationship between selected traits of the respondents, *Indian J. Dairy Sci.* 62(4):327-334.