



ISSN (E): 2277-7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2022; SP-11(5): 1783-1786  
© 2022 TPI  
[www.thepharmajournal.com](http://www.thepharmajournal.com)  
Received: 20-03-2022  
Accepted: 24-04-2022

**Mithun G**

Department of Veterinary and Animal Husbandry Extension Education, College of Veterinary Science, SVVU Tirupati, Andhra Pradesh, India

**Triveni G**

Associate Professor, Department of Veterinary and Animal Husbandry Extension Education, College of Veterinary Science, SVVU Tirupati, Andhra Pradesh, India

**Sharma GRK**

Professor and University Head, Department of Veterinary and Animal Husbandry Extension Education, College of Veterinary Science, SVVU Tirupati, Andhra Pradesh, India

**Ravindra Reddy Y**

Professor and Head, Department of Livestock Production and Management, College of Veterinary Science, SVVU Tirupati, Andhra Pradesh, India

**Corresponding Author**

**Mithun G**

Department of Veterinary and Animal Husbandry Extension Education, College of Veterinary Science, SVVU Tirupati, Andhra Pradesh, India

## Socio-economic characteristics of dairy farmers sourcing information from digital and traditional media in Andhra Pradesh

Mithun G, Triveni G, Sharma GRK and Ravindra Reddy Y

DOI: <https://doi.org/10.22271/tpi.2022.v11.i5Sx.12858>

### Abstract

Dairy farming has enormous potential to augment dairy farmers socioeconomic status. The present study was conducted in purposively selected Visakhapatnam, Prakasam and Chittoor districts of Andhra Pradesh. Twenty dairy farmers were chosen randomly from each of the selected villages based on their media exposure to digital and traditional media. Then, they were divided into two groups of 10. The ones who use digital media and those who use traditional media as their source of information. The study included 60 traditional and 60 digital media farmers. Thus, a total of 120 farmers were involved in this study. A simple statistical approach was employed to evaluate the data acquired. The study revealed that most respondents (70.00%) were middle-aged men (96.67%), literate (73.35%), and 46.67% were from the Backward caste (BC). The majority of respondents had agriculture (56.65%) as their main occupation, medium (69.165%) herd size, medium income (65.00%) and medium social participation (89.17%). Most of the respondents (60.83%) had medium media exposure, with medium information seeking behaviour (72.5%) and medium extension contact (50.83%) respectively.

**Keywords:** Socio-economic characteristics, dairy farmers, digital media group and traditional media group

### Introduction

Dairy farming has become a major source of income for millions of rural Indian farmers. It contributes significantly to the socio-economic development of landless and marginal farmers and requires little capital. The livestock sector has emerged as one of the key drivers of agricultural development in India, with a population of 536.76 million, showing an increase of 4.8 percent over the livestock census 2012. The livestock sector's share of agricultural GDP has risen dramatically. The dairy and animal husbandry sector contributes around 4.2 percent of India's GDP and 25.6 percent of the total agricultural GDP. In 2018, India produced 176.4 million tonnes of milk, representing around 20% of global milk production. In 2019, India produced 191,000 metric tonnes of milk, representing 40.37 percent of global milk output. Meanwhile, global milk production grew by roughly 2%. Milk production in 2017-18 was valued Rs 7.01 lakh crore (at current prices), more than the combined output of paddy (Rs 2.72 lakh crore) and wheat (Rs 2.72 lakh crore), according to National Accounts Statistics 2019. (Rs 1.73 lakh crore). The agricultural and allied sector in India produces roughly Rs 28 lakh crores. It signifies milk contributed more than 25% of total output. Improving dairy husbandry necessitates a shift from traditional to scientific methods of production. The only approach to enhance livestock production capacity is to develop superior technology for mass adoption by livestock farmers, which necessitates effective communication and information sources. Several studies have found that socioeconomic characteristics such as age, education, herd size, land holdings, information-seeking behaviour, mass media exposure, and extension contact always have a substantial impact on the growth of animal husbandry. Taking the aforementioned facts into consideration, the current study was carried out. The purpose of this research is to investigate the socio-economic characteristics of dairy farmers.

### Methodology

The current study focused on purposively selected Visakhapatnam, Prakasam, and Chittoor districts in Andhra Pradesh. Two mandals from each of the selected districts and one village from each of the selected mandals were chosen at random. Twenty dairy farmers were selected randomly from each village. Twenty farmers from each village were split into two groups of

ten based on their media exposure. Farmers exposed to digital media (10) are progressive dairy farmers who utilize WhatsApp and YouTube on their smartphones, whereas the other ten dairy farmers rely on traditional media for information on dairy husbandry practices. The study included 60 traditional and 60 digital media farmers. Thus, a total of 120 farmers were involved in this research. For the current study, all of the major components of dairy husbandry were

picked and organized under three key aspects: feeding practices, breeding practices, health care, and management practices. Data were collected using a standardized questionnaire. Simple statistical tools were employed to evaluate the acquired data.

## Results and Discussion

**Table 1:** Socio-economic characteristics of dairy farmers of Andhra Pradesh

S. No	Category	Digital media group		Traditional media group		Total	
		Frequency (N=60)	Percentage	Frequency (N=60)	Percentage	Frequency (N=120)	Percentage
<b>1.</b>	<b>Age</b>						
	Young	6	10.00	10	16.67	16	13.33
	Middle	45	75.00	39	65.00	84	70.00
	Old	9	15.00	11	18.33	20	16.67
<b>2.</b>	<b>Gender</b>						
	Male	58	96.67	58	96.67	116	96.67
	Female	2	3.33	2	3.33	4	3.33
<b>3.</b>	<b>Education</b>						
	illiterate	2	3.33	30	50.00	32	26.65
	Can read – only	0	0	0	0	0	0
	Can read and write	0	0	0	0	0	0
	Primary School	6	10.00	16	26.67	22	18.35
	Secondary School	5	8.33	8	13.33	13	10.83
	Intermediate	22	36.67	4	6.67	26	21.67
	Graduate and above	25	41.67	2	3.33	27	22.5
<b>4.</b>	<b>Social status</b>						
	OC	25	41.67	27	45.00	52	43.35
	BC	28	46.67	28	46.67	56	46.67
	SC	6	10.00	5	8.33	11	9.15
	ST	1	1.66	0	0	1	0.83
<b>5.</b>	<b>Family size</b>						
	Small	12	20.00	21	35.00	33	27.51
	Medium	46	76.67	39	65.00	85	70.83
	Large	2	3.33	0	0	2	1.66
<b>6.</b>	<b>Landholding</b>						
	Landless	4	6.67	3	5.00	7	5.83
	Marginal	16	26.67	26	43.33	42	35.00
	Small	32	53.33	28	46.67	60	50.00
	Medium	5	8.33	3	5.00	8	6.67
	Large	3	5.00	0	0	3	2.5
<b>7.</b>	<b>Occupation</b>						
	Agriculture	33	55.00	35	58.33	68	56.65
	Dairying	25	41.67	22	36.67	47	39.17
	Labor	1	1.67	3	5.00	4	3.35
	Any other job	1	1.66	0	0	1	0.83
<b>8.</b>	<b>Herd size</b>						
	Small	4	6.67	16	26.67	20	16.67
	Medium	47	78.33	36	60.00	83	69.165
	Large	9	15.00	8	13.33	17	14.165
<b>9.</b>	<b>Income</b>						
	Low	12	20.00	10	16.67	22	18.33
	Medium	39	65.00	39	65.00	78	65.00
	High	9	15.00	11	18.33	20	16.67
<b>10.</b>	<b>Social participation</b>						
	Low	0	0	0	0	0	0
	Medium	49	81.67	58	96.67	107	89.17
	High	11	18.33	2	3.33	13	10.83
<b>11.</b>	<b>Mass media exposure</b>						
	Low	1	1.67	18	30.00	19	15.83
	Medium	36	60.00	37	61.67	73	60.83
	High	23	38.33	5	8.33	28	23.34
<b>12.</b>	<b>Information seeking behavior</b>						
	Low	6	10.00	7	11.67	13	10.83
	Medium	37	61.67	50	83.33	87	72.50
	High	17	28.33	3	5.00	20	16.67

13.	Extension contact						
	Low	17	28.33	18	30.00	35	29.17
	Medium	38	63.33	23	38.33	61	50.83
	High	5	8.33	19	31.67	24	20.00

The majority of Andhra Pradesh dairy farmers (70.00%) were in the middle age category, followed by the old (16.67%) and the young (13.33%). 73.35 percent of farmers were literate (from elementary school to graduation), whereas 26.65 percent were illiterate. In addition, the emergence of social media has fueled interest among middle-aged populations, as YouTube and WhatsApp enabled virtual communication while obtaining knowledge/income. Younger generations are exposed to diverse professions and move to cities/towns, whilst middle-aged dairy farmers are lured to social media. In this study, only dairy farmers who use YouTube and WhatsApp were chosen as respondents and the preceding pattern was observed. The majority (96.67%) of respondents were males, with very few females (3.33%). Due to agricultural and domestic duties, rural women may not be aware of scientific procedures and practices.

Table 1 showed that the majority of respondents (46.67%) were from BC, followed by OC (43.35%) and SC (9.15%), with only 0.83 percent from ST. In the study area, open category (OC) farmers are generally interested in business and marketing, while backward caste farmers prefer dairying. Most respondents (70.83%) had a medium-sized family, followed by small (27.51%) and large (1.66%). This tendency may be because young and middle-aged people choose nuclear families whilst older people prefer joint families. Landholding revealed that the majority (50.00%) of respondents had small landholdings followed by marginal (35.00%), medium (6.67%), landless (5.83%) and large (2.5%). This is due to high population density and urbanization has reduced the per capita availability of land.

From Table 1 it was observed that agriculture (56.65%) was the most common occupation, followed by dairying (39.17%), labour (3.35%) and other jobs (0.83%). Farmers have been practicing agriculture as the primary source of livelihood since ancient times, with dairy farming as a subsidiary occupation, which might have resulted in the above trend. The majority of respondents (69.165%) had medium herds, followed by small (16.67%) and large herds (14.165%). Lack of housing facilities for more animals, high livestock prices, etc., would have resulted in most dairy farmers maintaining a medium herd size. Table 1 shows that most dairy farmers (65.00%) had medium income, followed by low (18.33%) and high (16.67%). This could be attributed to poor utilization of livestock potential, as well as lack of adequate technical knowledge support.

Social participation revealed that the majority of respondents (89.17%) had a medium level, followed by a high (10.83%) and low level. Poor social participation may be explained by conventional societal limits. The majority of respondents (60.83%) had a medium level of media exposure, followed by high (23.34%) and low (15.83%). Most respondents used mass media for information on dairy husbandry, which indicates their exposure to scientific and modern technologies and practices.

Table 1 revealed that the majority of respondents (72.50%) were in the medium category for information seeking, followed by high (16.67%) and low (10.83%). This could be due to respondents interest in dairy husbandry practices, which may drive them to increase their profit margins in dairy

farming. Most respondents (50.83%) had medium extension contact, followed by low (29.17%) and high (20.00%). The extension contacts will strengthen dairy farmers' scientific knowledge, eventually leading to the adoption of scientific practices.

### Conclusion

The majority of respondents belonged to the middle age group and were males, literate from primary school to graduation and from Backward caste (BC). Most respondents had a medium family size with agriculture as their main occupation and had small landholdings. The majority of respondents had a medium herd size, income and social participation. Most respondents had a medium level of media exposure, information seeking behaviour and extension contact. The socioeconomic characteristics of Andhra Pradesh dairy farmers suggested that there is room for socioeconomic improvement, ultimately leading to animal husbandry development.

### References

1. The Economic Survey. India Ranked First in Milk Production in the World. Press Information Bureau Government of India, Ministry of Finance, 2015-16.
2. 20th Livestock Census. Department of Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture and Farmers Welfare, Govt. of India, 2019.
3. Vekariya SJ, Kumar R, Savsani HH, Kotadiya CR, Chaudhari GM, Chatrabhuji BB. Socio-economic profile of malldhari dairy farmers of South Saurashtra region. *Current Agriculture Research Journal*. 2016;4(2):186-190.
4. Atreya S. Socio-economic profile of the Dairy Farmers in Sultanpur district of Uttar Pradesh. *International Journal of Agriculture Sciences*. 2018, 10(12).
5. Ram D, Kumar R, Chaudari G. A Socio-economic profile of the Unorganized Dairy Farmers. *International Journal of Agricultural Science and Research (IJASR)*. 2018;8(5):49-54.
6. Chandrasekar GK, Satyanarayan K, Jagadeeswary V, Shree JS. Relationship between socioeconomic and psychological factors of dairy farmers with days open—A study in rural Karnataka. *Intl. J Pure App. Biosci*. 2017;5(1):171-177.
7. Vivek M, Choudhary VK, Saharan JS, Yadav ML, Sanjay K, Saroj C. Study about socio-economic status and calf rearing management practices adopted by cattle keepers of Western Rajasthan, India. *Indian Journal of Agricultural Research*. 2015;49(2):189-192.
8. Ahirwar MK, Singh HS, Patel RK, Mondal MK. Socio-Personal and Economic Profile of Peri-Urban and rural dairy farmers in Rewa district of Madhya Pradesh. *International Journal of Agriculture Sciences*. 2016;8(63):3548-3551.
9. Koli RT, Mankar DM, Tekale VS, Bhople PP. Personal, socio-economic, communication and psychological characteristics of dairy farmers. *International Journal of Chemical Studies*. 2019;7(6):490-493.
10. Nande MP, Kolhe SR, Shirsat SG. Socioeconomic Status in Relation to Adoption Animal Husbandry Practices

- (AHPs) of Dairy Farmers Ind. J Pure App. Biosci. 2019;7(5):471-475.
11. Rathod PK, Landge S, Nikam TR, Vajreshwari S. Socio-personal profile and constraints of dairy farmers. Karnataka Journal of Agricultural Sciences. 2012, 24(4).
  12. Mali KN, Belli RB, Kitturmath MG. Study of the socio-economic characteristics of dairy and non-dairy farmers. Agriculture Update. 2014;9(1):54-58.
  13. Devaki K, Senthilkumar K, Subramanian R. Socio-economic profile of livestock farm women of Thiruvallur district, Tamil Nadu. International Journal of Science, Environment and Technology. 2015;4(5):1322-1329.
  14. Vidya P, Manivannan C, Sudeep Kumar NK. Effectiveness of an Educational Interactive Video-DVD on Dairy Health Management Practices in Terms of Knowledge Gain among Dairy Farmers. The Online Journal of Rural Research and Policy. 2010;5(7):1-17.
  15. Kavithaa NV, Rajkumar NV, Lakshmi CS. Information seeking behaviour of dairy farmers. International journal of science, Environment and Technology. 2014;3(4):1502-1506.