



ISSN (E): 2277-7695

ISSN (P): 2349-8242

NAAS Rating: 5.23

TPI 2022; SP-11(9): 3121-3124

© 2022 TPI

www.thepharmajournal.com

Received: 28-07-2022

Accepted: 30-08-2022

Pooja Thakan

M.Vsc. Scholars, Department of Veterinary & Animal Husbandry Extension Education, CVAS, Navania, Udaipur, Rajasthan, India

Tikam Chand Goyal

Assistant Professor, Department of Veterinary & Animal Husbandry Extension Education, CVAS, Navania, Udaipur, Rajasthan, India

Manisha Singodiya

Teaching Associate, Department of Veterinary & Animal Husbandry Extension Education, CVAS, Navania, Udaipur, Rajasthan, India

Pawan Saini

M.Vsc. Scholars, Department of Veterinary & Animal Husbandry Extension Education, CVAS, Navania, Udaipur, Rajasthan, India

Umesh Choudhary

Teaching Associate, Department of Veterinary & Animal Husbandry Extension Education, CVAS, Navania, Udaipur, Rajasthan, India

Socio-economic and psychological characteristics of dairy farmers of Udaipur district

Pooja Thakan, Tikam Chand Goyal, Manisha Singodiya, Pawan Saini and Umesh Choudhary

Abstract

The objective of the current study, which involved 120 dairy farmers from twelve villages and four tehsils in the Udaipur region of Rajasthan, was to determine their socioeconomic and psychological characteristics. These towns and tehsils were specifically chosen since they have the most dairy animals. To gather pertinent information from the dairy farmers, a pre-tested interview plan was created. The research showed that majority of the respondents were middle aged (67.50%), illiterate (33.33%) having small family size (47.50%), falling under small land holding (55.00%) and medium herd size (60.00). Study also revealed that majority of respondents having animal husbandry and agriculture as their main occupation (70.00%), had medium level of annual income (46.67%) and medium level of experience in dairy farming (58.33%). Further, the study revealed that majority (70.00%) of respondents had no membership of any organization and medium level of mass media exposure (80.00%) and extension contacts (60.83%).

Keywords: Extension contact and mass media exposure, profile characteristics, social participation

Introduction

One of India's largest agribusinesses and a substantial contributor to the country's economy is dairy. With a 4% economic share, it is the most important agricultural product. With 188 million tonnes of milk produced in 2019–20 and a 20% worldwide production share, India is the world's largest producer of milk (OECD and FAO, 2018) ^[11]. According to India's 20th livestock census, there are 192.49 million cattle and 109.85 million buffalo in the nation overall as of 2019. Total cattle and buffalo are increased by 0.8 percent and 1.1 percent over the previous Livestock census, 2012 (Livestock census, 2019) ^[8]. Improved productivity of milch animals and higher returns of dairy farmers crucially depend on the quality of extension services. The focus of extension is on improving the capacity of the people. This capacitating calls for providing access to information, innovation and appropriate technologies, skill and knowledge building which requires integrated, need-based and timely delivery of services as close to the people as possible (Vidya, 2009) ^[19]. Designing need-based and farmer-centered extension programmes is crucial for enhancing dairy farmers' knowledge and expertise in enhancing the production of their herds. This requires a comprehensive grasp of the situational and psychological realities that dairy farmers face. In light of these facts, the current study was carried out to learn the historical traits of the dairy farmers in Rajasthan's Udaipur area.

Materials and Methods

The study was carried out in the Rajasthan district of Udaipur, which was chosen with the knowledge that Udaipur contains the most dairy animals in Southern Rajasthan. Four of the 15 tehsils in the Udaipur district—Girwa, Jhadol, Mavli, and Salumbar—were chosen for the current study based on their density of dairy animals. Three communities from each tehsil were specifically chosen based on the number of dairy cows that could be found in those villages. Thus, the present investigation was carried out in total 12 villages. 10 farm families from each selected village were identified purposely as respondents for the purpose of the present study. Thus, in total 120 dairy farmers were selected as respondents for the purpose of the present study. The relevant information were collected with the help of pre-developed and pre-tested interview schedule by holding personal interview with dairy farmers by the researcher.

Corresponding Author:

Pooja Thakan

M.Vsc. Scholars, Department of Veterinary & Animal Husbandry Extension Education, CVAS, Navania, Udaipur, Rajasthan, India

Results and Discussion

The results of the investigation carried out are presented through the Table 1 showing the profile of the dairy farmers:

1. Age

Most of the respondents (67.5%), who ranged in age from 32 to 55, were in the middle age category, followed by 18.33 percent respondents who belonged to young age group (<32 years) and rest of the respondents (14.17%) belonged to old age group (>55 years) in the study area as shown in Table 1. The probable reason for more number of respondents in middle age category might be that middle aged people with enough experience are more active in family business and household activities. The findings are in line with the findings of Diwedi *et al.* (2007)^[2], Godara *et al.* (2018)^[4], Joshi *et al.* (2017)^[6] and Rachna *et al.* (2017)^[13].

2. Education

The data accommodated in the Table 4.1 show that a fair majority (33.33%) of respondents were illiterate, 20.83 percent were can read and write, 16.67 percent educated up to primary level whereas 8.33 percent had completed middle level, 12.5 percent were educated up to secondary and senior secondary level and only 8.33 percent of the total respondents were graduate and above. The findings are similar with the findings of, Gopi *et al.* (2020)^[5].

3 Family Size

The data in Table 1 indicate that majority (47.50%) of respondents belonged to small sized families i.e. up to 4 members, while 42.50 percent of them belonged to medium sized families having up to 5 to 8 members and only 10 percent of them belonged to large sized families having more than 8 members. Pooled analysis of the data shows that majority of the dairy farmers in the study area were having small size family. This may be due to the impact of family planning and welfare programs run by the government that might have motivated dairy farmers to maintain small size of family furthermore the literacy and education might have contributed positively in keeping small size family. Almost similar findings were found by Sabapara *et al.* (2014)^[15] and Kumar *et al.* (2016)^[7], Godara *et al.* (2018)^[4].

4. Land Holding

In rural areas, a family's economic and social standing are largely based on the amount of their landholding. The information in Table 1 reveals that over half (55%) of the study sample's respondents were landowners in the small-landholding category, 25% were without a landhold, 16.67% had medium-sized holdings, and 3.33 percent had large holdings. The comprehensive study of data indicates that majority of dairy farmers were with small size of land holding. This might be due to the continuous fragmentation of land, industrialization and urbanization in rural areas. The similar findings were found in the study of Sarita *et al.* (2016)^[16]; Godara *et al.* (2018)^[4] who reported that majority of respondents were having small size of land holding.

5. Herd Size

The interest and involvement of an individual in dairy farming operations increases with increase in number of animal holdings and vice versa. A look in the Table 1 shows that majority (60%) of respondents were having medium herd size ranging between 1.34 to 3.96 livestock unit followed by

20 percent who had small herd size (<1.34 livestock unit) and remaining 20 percent of respondents had large herd size (>3.96 livestock unit). Medium herd size owned by the majority of the dairy farm owners may be due to the high cost involved in purchase of productive animals. According to the study, the majority of respondents fell into the group of medium economic status. Even though the majority of dairy farmers had a sizable number of animals, their production was not up to par. It has been shown that dairy farmers tend to own largely local breeds of animals with poor production capacity, which limits their ability to sell milk on the market. It is therefore recommended that they own better breeds of dairy animals for more successful and effective dairy operations. The results concur with those of Sarita *et al.* (2016)^[16] and Rajadurai *et al.* (2018)^[14].

6. Occupation

Occupation is one of the important factors, which contributes to the annual income of an individual and also reflects socio-economic status of an individual in society. On the basis of their field of work respondents were classified into three categories i.e. dairy farming, dairy farming + agriculture and dairy farming + agriculture + others. The data in the Table 1 show that majority (70%) of the respondents had major occupation of dairy farming along with agriculture, while 11.67 percent had merely dairy farming and remaining 18.33 percent of them had dairy farming + agriculture + others as their major occupation in the study area. Pooled analysis of the data show that majority of the respondents were performing dairy farming + agriculture as their major occupation.

The research area's respondents may have considered agriculture and dairy farming to be more lucrative combinations because they were interconnected farming enterprises. It is a common practice in study area that farmers generally go for agriculture with dairy farming in their farming system. They believe that if agriculture fails the dairy farming may help them to bear the shocks and help them to meet out day to day expenses to run the family. This might have led to majority of respondents falling in this category. The similar findings were found in the study of Solanki (2011)^[17], Meena *et al.* (2012)^[9], Mooventhan *et al.* (2015)^[10].

7. Annual Income

The data presented in Table 1 indicate that majority (46.67%) of respondents belonged to medium level of annual income group i.e. up to 6.67-6.87 lakh rupees, whereas 25 percent of respondents had high level of annual income (more than 6.87 lakhs) and remaining 28.33 percent of them had low level of income i.e. below 0.67 lakhs rupees in the study. It is encouraging to note that majority of respondents had good economic status means they are capable to buy improved breeds of animals for dairying, if farmers are properly exposed with technical know-how their attitude towards dairy farming is developed they can be easily diverted towards dairy farming. The analogous findings were found in the study by Gadrolu (2013)^[3], Sarita *et al.* (2016)^[16] and Vekariya *et al.* (2016)^[18].

8. Milk Production

The data presented in Table 1 show that a fair majority (54.17%) of respondents belonged to medium category of milk production followed by 20 percent respondents who had

high level of milk production and while only 20.83 percent respondents had low level of milk production. The reason behind the above results may be due to the medium herd size and local breeds in possession of respondents hence the milk production of majority of the respondents was found to be in medium level category. Similar findings was found in the study of Pharate (2008)^[12].

9. Dairy Farming Experience

Knowledge and skills of farmers might be influenced by the experience of farmers in dairying as experience helps in developing favourable attitude towards dairy farming and in making appropriate and timely decision to face varied situations. The data presented in the Table 1 illustrate that majority (58.33%) of the respondents were having medium dairy experience followed by 20 percent with high level of experience and remaining 21.67 percent of them had low level of experience in dairy farming.

The comprehensive study of the data indicate that majority of dairy farmers in the study area had medium level of experience in dairy farming. This may be due to the fact that majority of the respondents who were practicing dairy farming adherent to middle age group. Further, it also provides additional income which motivates them for dairy farming. The comparable findings were seen in the study by Mooventhana *et al.* (2015)^[10] and Rajadurai *et al.* (2018)^[14] who reported that majority of farmers were having medium experience in dairy farming.

10. Social participation:

The low level of social engagement among dairy proprietors was shown in Table 1. Data show that 30 percent of respondents had membership in one and more organization and 70 percent of respondents had not any type of social participation. The similar result were reported by Sarita *et al.*

(2016)^[16] and Rachna *et al.* (2017)^[13].

11. Extension Contact

The Table 1 explains that majority (60.83%) of those surveyed had medium level of extension contact while 20 percent had low and only 19.17 percent respondents had high level of extension contact. The comprehensive study of the data indicates that majority of respondents had low to medium level of extension contact.

Low to medium extension contact of dairy farmers in the study area was unexpected because of less number of reliable sources available in the field of animal husbandry. This situation must be improved rapidly because proper guidance at an appropriate time has much significance to adopt the modern practices of farming. The analogous findings were also seen in the study by Meena *et al.* (2012)^[9], Sabapara (2014)^[15] and Vekariya *et al.* (2016)^[18].

12. Mass Media Exposure

The Table 1 points out that majority (80.00%) of the respondents had medium level of mass media exposure, followed by 13.33 percent and 6.67 percent respondents who had low and high level of mass media exposure, respectively. The pooled data indicate that majority of the respondents had medium level of mass media exposure in the study area. Medium mass media exposure may be due to the fact that most of the respondents were literate and showing interest in modern media tools like internet, mobile phones etc. for seeking scientific information. Further, there is a need to improve the current situation and shifting the interest of dairy farmers towards high side of exposure of mass media by organizing more campaigns on modern communication technologies. Similar result were reported by Meena *et al.* (2012)^[9] and Sabapara *et al.* (2014)^[15].

Table 1: Socio-economic and psychological characteristics of dairy farmers

S. No.	Antecedent Variable	Category	Overall Respondents	
			F	%
1.	Age (Mean = 43.60; SD = 11.8)	Young (below 32 years)	22	18.33
		Middle (32-55 years)	81	67.50
		Old (above 55 years)	17	14.17
2.	Education	Illiterate	40	33.33
		Can read & write	25	20.83
		Primary	20	16.67
		Middle	10	8.33
		Secondary & Sr. Secondary	15	12.5
		Graduate & above	10	8.33
3.	Family Size	Small (up to 4 members)	57	47.5
		Medium (5-8 members)	51	42.5
		Large (more than 8 members)	12	10
4	Land Holding	Landless	30	25
		Small (up to 5.0 acre)	66	55
		Medium (5.01 to 10 acre)	20	16.67
		Large (more than 10 acre)	4	3.33
5	Herd size Mean=2.65 SD=1.31	Small (<1.34 livestock unit)	13	20
		Medium (1.34-3.96 livestock unit)	85	60
		Large (>3.96 livestock unit)	22	20
6	Occupation	Dairy farming	14	11.67
		Dairy farming + agriculture	84	70
		Dairy farming + agriculture + others	22	18.33
7	Annual Income (Mean = 3.77; SD = 3.10)	Low (up to 0.67 lakh)	34	28.33
		Medium (0.67-6.87 lakh)	56	46.67
		High (above 6.87 lakh)	30	25
8	Milk Production	Low (below 19 liters/day)	25	20.83

	(Mean = 38.83; SD = 19.92)	Medium (19-59 liters/day)	71	54.17
		High (above 59 liters/day)	24	20
9.	Dairy Farming Experience (Mean = 19.47; SD = 12.06)	Low (below 7 years)	26	21.67
		Medium (7-31 years)	70	58.33
		High (above 31 years)	24	20
10	Social participation	Membership of any organization (informal/ formal)	36	30
		No membership	84	70
11	Mass media (Mean = 6.57; SD = 2.51)	Low (below 4)	16	13.33
		Medium (4-9)	96	80
		High (above 9)	8	6.67
12	Extension contact (Mean = 69.62; SD = 31.56)	Low (below 38)	24	20
		Medium (38-101)	73	60.83
		High (above 101)	23	19.17

F=frequency; % = percentage

Conclusion

It has been determined that the majority of responders were middle-aged, uneducated, and had small families. The majority of responders owned land with a medium-sized herd. The majority of the dairy producers had only moderate amounts dairy farming of experience. In this study region majority of respondents were having medium extension contact and mass media exposure. So it is need of the hour to strengthen the communication channels and various sources of information so that each technology is being developed in research institutes could reach the farmers at large which would uplift their socio-economic status and livelihood status.

References

- Awadhesh Kumar Singh, Arun Kumar Singh, Saikat Maji. A Study on Socio-economic Profile of the Dairy Farmers in Central Plain Zone of Uttar Pradesh. *Int. J Curr. Microbiol. App. Sci.* 2021;10(01):988-995. doi: <https://doi.org/10.20546/ijcmas.2021.1001.120>
- Dwivedi PK. Study on meat animal welfare practices and its consciousness in market (Doctoral dissertation, IVRI); c2007.
- Gadrol V. Participation and decision making of farm women in agricultural activities. M.Sc. Agri thesis (unpublished) submitted to MPKV, Rahuri; c2013.
- Godara V, Singh HKGN, Kumar S. Buffalo feeding management practices adopted in rural areas of western Haryana. *Small.* 2018;73:36-50.
- Gopi R, Manivannan A, Sindhu MG, Soundararajan C. Socio-Economic Profile and Constraints of Dairy Farmers in Cuddalore District of Tamil Nadu, India. *International Journal of Current Microbiology and Applied Science.* 2020;9(4):1320-1326.
- Joshi N, Singh J, Dash SK, Kansal SK. Dairy Animal Welfare during Transportation in Punjab: A KAP Study. *Journal of Animal Research.* 2017;7(5):919-926.
- Kumar T, Kumar J, Yadav RR, Kumar M. Entrepreneurial Behavior of Men and Women Dairy Cooperative Members in Milkpur Block of Faizabad, District: a Gender Perspective. *International Journal of Bio-resource and Stress Management.* 2016;7(4):756-760.
- Livestock Census. Government of India, 20th Livestock Census- 2019. Ministry of Fisheries, Animal Husbandry, Dairying; Department of Animal Husbandry and Dairying, Krishi Bhawan, New Delhi; c2019. <https://dahd.nic.in/about-us/divisions/statistics>.
- Meena KM, Singh BS, Malik BS, Meenaand Kanwat M. Knowledge index for measuring knowledge and adopting scientific methods in treatment of reproductive problems of dairy animals. *Journal of Agricultural Science.* 2012;4(10):81-88. ISSN 1916-9752 E-ISSN 1916-9760, Published by Canadian Centre of Science and Education.
- Mooventhan P, Kadian KS, Senthilkumar R, Karpagam C. Socio economic profiling of tribal dairy farmers in Northern Hills Zone of Chhattisgarh. *Journal of Extension Education.* 2015, 27(3).
- OECD and FAO. OECD-FAO Agricultural Outlook 2018–2027. Chapter 7. Dairy and Dairy products; c2018. available online: http://www.fao.org/3/i9166e/i9166e_Chapter7_Dairy.pdf Accessed on 26 September 2019.
- Pharate DN. Multidimensional study of adoption of recommended technology for improved dairy farming by crossbred cow owners in Western Maharashtra Ph.D. (Agri.) Thesis (Unpublished) MPKV, Rahuri; c2008.
- Rachna, Gautam, Malik A, Sangwan SS, Khirbat R, Kamaldeep. Socioeconomic profile of dairy farmers in Hisar district of Haryana. *The Asian Journal of Animal Science.* 2017;12(1):88-94.
- Rajadurai A, Rajaganapathy V, Ganesan R, Ponnuvel P, Natchimuthu K, Sreekumar D. Socio- economic profile of the dairy farmers in Puducherry. *Int. J Adv. Res. Biol. Sci.* 2018;5(2):91-95.
- Sabapara GP, Fulsoundar AB, Kharadi VB. Personal, socio-economic characteristics of dairy animal owners and their relationship with knowledge of dairy husbandry practices in Surat district of Gujarat." *Journal of Animal Research.* 2014;4(2):175-186.
- Sarita, Singh SP, Malik A, Sharma M, Ahuja R. Socio-Economic and Psychological Characteristics of Dairy Farmers of Hisar District. *International Journal of Science, Environment and Technology.* 2016;5(5):3466-3472.
- Solanki D, Upadhyay R, Vashishtha M. Improved dairy cattle management technical know-how among rural women. *J Community mobilization sustainable dev.* 2011;6(2):185-189.
- Vekariya SJ, Kumar R, Savsani HH, Kotadiya CR, Chaudhari GM, Chatrabhuji BB. Socio-Economic Profile of Maldhari Dairy Farmers of South Saurashtra Region. *Curr Agri Res.* 2016;17:14-17
- Vidya P, Manivannan C, Sudeepkumar NK. Situational and psychological profile of dairy farmers of Kannur district in Kerala. *Journal of Veterinary and Animal Sciences.* 2009;40:37-39.