

FACTORS AFFECTING ADOPTION OF DAIRY MANAGEMENT PRACTICES BY MEMBERS OF DAIRY COOPERATIVE SOCIETY

Mithlesh Singh¹, M.K Dubey² & Y.R.Khare³

With the rapid advancement of science and technology several livestock development programmes are in vogue in the country with the ultimate aim to help dairy farmers to adoption innovation in animal husbandry practices. Inspite of all efforts there seems to be a wide gap between technology available with the research and its adoption particularly related to animal dairy. The present investigation is an attempt to investigate factors which are responsible for hindering or accelerating change among dairy owners. The study proposes to identify some of the prominent attitudes of members of cooperative society and also to estimate the present gap in management practices.

The introduction of scientific dairy farming practices have added now dimensions in Indian Farming System particularly for rural poor, who command limited land sources.

Therefore the present investigation was undertaken with the of following objectives :

1. To study the attributes of dairy cooperating society members.
2. To find out the extent of adoption and adoption gap regarding recommended dairy management practices of members.

METHODOLOGY :

The investigation was conducted in Shahpura Block of Jabalpur District in Madhya Pradesh which comprises of 17 registered Dairy Cooperative Society (DCS). Out of which 11 smoothly functioning DCS were purposively selected.

There were 754 members of DCS in those 11 DCS. From the list of members of each DCS. 15 per cent respondents were selected on the basis of proportionate random sampling method for the purpose of study. Thus the total of 115 respondents were the sample of study. The data were collected through personal interview with the help of structure interview schedule.

Adoption gap was calculated by using formula

$$\text{Adoption gap} = \frac{\text{Maximum possible score} - \text{Actual score}}{\text{Maximum possible score}}$$

RESULTS AND DISCUSSION :

The results with regards to the attributes of Dairy Cooperative Society members, have been presented in Table 1. The arbitrary scale was used to measure the attributes of Dairy Cooperative Society members.

1. Exe-P.G. Student, Ext. Edu., 2. Associate Prof., Ext. Edu, college of Agriculture JNKVV, Jabalpur (M.P.)
3. Trg. Associate (Extension) KVK, JNKVV- ZARS, Morena (M.P.)

Table 1. Attributes of dairy cooperative society members

Attributes	Number (N=115)	Percentage	Milk production per day:		
Age			Low (upto 5 litres)	82	71.30
Young (20-26 years)	47	40.87	Medium (6 to 10 litres)	27	23.48
Middle (37-55 Years)	46	40.00	High (above 10 litres)	06	05.22
Old (54-70 Years)	22	19.13	Use of information sources		
Level of education			Low (upto 3 sources)	43	37.39
Illiterate	27	23.48	Medium (4 to 6 sources)	45	39.13
Primary passed	28	24.33	High (above 6 sources)	27	23.48
Middle Passed	30	26.09	Risk preference		
High School passed	23	20.00	Low (6 to 18 score)	25	21.74
Graduate & above	07	06.08	Medium (19 to 30 score)	48	41.74
Family type			High (31 to 42 score)	42	36.52
Nuclear	66	57.39	Scientific orientation		
Joint	49	42.61	Low (6 to 18 score)	30	26.09
Family size			Medium (19 to 30 score)	48	41.74
Small (upto 4 members)	57	49.57	High (31 to 42 score)	37	32.17
Medium (5 to 8 members)	23	20.00	Knowledge level		
Large (above 8 members)	35	30.43	Low (61 to 75 score)	28	24.35
Size of land holding			Medium (76 to 90 score)	47	40.87
No land	25	21.74	High (91 to 105 score)	40	34.78
Upto 1 acre	15	13.04	Extent of adoption		
2 to 5 acres	29	25.22	Low (46-65 score)	32	27.83
6 to 10 acres	17	14.78	Medium (66-85 score)	63	46.09
11 to 15 acres	07	06.09	High (86-105 score)	30	26.08
Above 20 acres	18	15.65			
Other occupation					
Labour	23	20.00			
Cultivation	82	71.30			
Service	10	08.70			
Total annual income:					
Up to Rs. 12,500	16	13.91			
Rs. 12,501 to 25,000	33	28.70			
Rs. 25,001 to 50,000	38	33.04			
Rs. 50001 to 75,000	15	13.04			
Rs. 750001 to 1,00,000	06	05.22			
Rs. 1,00,000 to 1,25,000	05	04.35			
Above Rs. 1,25,000	02	01.74			
Social participation					
Member of one organisation	70	60.87			
Member of more than one organisation	45	39.13			
Herd size					
Small (upto 5 animal)	85	73.91			
Medium (6 to 10 animal)	19	16.52			
Large (above 10 animals)	11	09.57			

It was observed from Table 1, that majority of DCS members were in young age group (20-36 years), 40.87 per cent, followed by middle age group (40%). In the older age group the percentage of DCS members was only 19.13.

About education, the data reveals that of the total 26.09 per cent were middle passed followed by 24.35 per cent primary passed, 23-48 per cent illiterate, 20 per cent high school passed and only 6.08 per cent graduate and above.

Distribution of members according to their family type. The data reveals that 57.39 per cent members belonged to nuclear family and 42.61 per cent belonged to joint family. Data regarding size of family indicated that 49.57 per cent were having small size followed by 30.43 per cent large and 20 per cent medium size of family.

Data regarding size of land holding indicated that of the total 25.22 per cent had

2 to 5 acres of land holding followed by 21.47 per cent landless, 15.65 per cent more than 20 acres, 14.78 per cent 6 to 10 acres, 19.04 per cent upto 1 acre, 6.09 per cent 11 to 15 acres and 03.48 per cent 16 to 20 acres of land holding.

Data with respect to occupation of DCS members further showed that majority of them were engaged in cultivation as their occupation (71.30 percent), followed by 20 per cent labourers and 8.70 per cent were engaged in service.

As regards to income, the higher percentage of members 33.04 per cent and 28.70 per cent were having their income in the range of Rs. 25001 to 50,000 and Rs. 12,5001 to 25,000 respectively.

Distribution of members according to their land size. The data shows that of total, 73.91 per cent members had small herd size (up to 5 animals), 16-25 per cent medium (6 to 10 animals), and 9.57 per cent large herd size (above 10 animals).

Data with respect to use of information sources, 39.13 per cent of the members had medium (4 to 6 sources), followed by 37.39

per cent low (up to 3 sources and 25.77 per cent high (above 6 sources).

Data further revealed that majority (41.74%) of the members possessed medium (19 to 30 score) risk preference followed by 36.52 per cent high and 21.74 per cent low risk preference.

Distribution of members according to their scientific orientation. The data presented in Table 1 shows that of the total, 41.74 per cent were having medium scientific orientation, 32.17 per cent high and 26.09 per cent low.

Data further revealed that of the total, 40.87 per cent had medium followed by 34.78 per cent high and 24.35 per cent low knowledge level related to improved dairy management practices.

Distribution of members according to their adoption of recommended dairy management practices. It is evident from Table 1 that of the total 46.09 per cent had medium level of adoption, followed by 27.83 per cent low and 26.08 per cent high adoption of recommended dairy management practices. The finding obtained support from the work of Rakshet *et al.* (1998).

Adoption Gap.

Table 2. Showing the adoption gap of recommended management practices in members

Practices	No. of Max. practices	Marks possible scores	Mark obtained	Mean marks obtained	Gap in percentage	Book on the basis of gap percentage
Feeding practices	13	38	3176	27.62	27.32	IV
Breeding practices	10	22	1358	11.81	46.32	I
Disease practices	7	18	1195	10.39	42.27	II
General management	11	27	2195	19.09	89.31	III
Total	41	105	7924	68.90	34.38	

The Table 2. shows the adoption gap of recommended dairy management practices of members. It reveals that maximum adoption gap 46.32 per cent was observed in breeding practices followed by 42.27 per cent in disease control, 29.31 per cent in

general management and 27.32 per cent in feeding practices. The overall adoption gap (34.38 per cent) was observed in recommended dairy management practices among the members.

The attributes of members revealed that most of the members were in the young and middle age group, having education from primary to middle level, nuclear family type, small family size, 2 to 5 acres of land holding, cultivation as their main occupation, total annual income in the range of Rs. 25001 to 50,000, small herd size and low milk production per day. It was further observed that the majority of the respondent were member of one organisation, having medium use of information sources, medium risk preference and medium scientific orientation. A higher percentage of members had moderate level of knowledge regarding recommended dairy management practices.

A higher percentage of members had medium level of adoption regarding

recommended dairy management practices. Higher percentage of adoption gap assured in breeding and disease management practices of recommended dairy management in members. The overall adoption gap per cent was observed in recommended dairy management practices among members.

The knowledge and adoption level of members toward recommended dairy management practices were moderate. Hence it is suggested that recommended dairy management practices should be motivated for more adoption by organising educational programmes, training classes, short duration courses and demonstrations. Hence village level workers, livestock supervisor, agricultural assistance of extension workers should make extensive effort to popularise improved dairy practices.

REFERENCES :

1. Rakshe, P.T., Kadam, I.D. and Patil, D.R. (1998). "Study of the dairy farmers knowledge and adoption level of improved animal husbandry and dairy management practices for buffaloes". Indian J. Anim. Prod. Mgmt. Vol. 14(1): 16-17,