Research Note :

ATTITUDE CHANGE THROUGH COMMUNICATION REGARDING ARTIFICIAL INSEMINATION

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Presently, India has 204.53 million cattle and 83.5 million buffaloes. As per Basic Animal Husbandry Statistics (1997) at least 92.56 percent of India cattle population is still indigenous, yielding between 1 to 2 kg milk per day, i.e., nearly 450 to 500 kg per lactation. Hence, our main objective must be directed towards genetic improvement of animals. Artificial insemination has been perhaps the most important abject among the animal husbandry technologies to bring about genetic improvement of animals in order to increase the milk yield of Indian cattle and buffaloes.

In spite of a number of advantages of artificial insemination technique over natural service, the extent of adoption of artificial insemination by livestock owners does not seem to be of a very high order. One reason may be that the farmers attitude towards artificial insemination is not favourable.

There are a number of factors associated with the success of artificial insemination, but here we are mainly concerned with the attitudes towards artificial insemination, assuming the technical aspects or factors, e.g., sterilization of equipments, trained technicians, collection of semen, etc., as constant though these factors can also create interference in the effectiveness of artificial insemination.

METHODOLOGY :

The study was conducted in Mathura district of Uttar Pradesh. There are 10 development blocks in Mathura district. Each block was divided into 2 strata, i.e., one near the artificial insemination centre, i.e. within 5 km radius, and the other quite far away from the artificial insemination centre i.e., situated beyond 5 km radius. Two villages from each block were selected randomly, and hence, 20 village were selected for the present study.

The subjects owned cattle or buffaloes either as their main or subsidiary occupation and more or less of the same age group, i.e., between 25 to 40 years of age. A total of 15 subjects were selected randomly from each village, comprising a total of 300 subjects, i.e., the sample size for the study.

The scale development by Koura and Singh (1968) was used to measure the attitudes of livestock owners towards artificial insemination. This scale is of Likert type and has high reliability and validity.

A suitable message was designed keeping in view that complete information regarding artificial insemination may be covered in it, i.e., what is artificial insemination, why is it necessary, advantages and limitations of artificial insemination, advantages of crossbred animals, oestrus cycle in cattle/buffaloes, signs of heat, age of puberty, easy ways to detect signs of heat in animals, suitable time to get animals artificially inseminated, suitable time to get animals artificially inseminated after parturition, and misconceptions, superstitions

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and doubts of farmers regarding artificial insemination technology, etc.

Message was designed in the local language (Hindi). The message was focused on the behavioural changes expected form the farmer. To have greater impact of the message on the subjects, all the contact methods, i.e., individual, group and mass contact methods were used in this study. Under individual and group contact methods all the subjects of a particular village were requested to assemble together, either at the artificial insemination centre of that particular area or at a particular place in the village itself.

During administration of the message, uitable audio-visual aids, e.g., charts ontaining complete information regarding tificial insemination were used. Leaflets were so distributed to the subjects at the end of lministration of the message. For illiterate bjects suitable diagrams were drawn on arts wherever necessary to give the estock owners an easy access to artificial emination technology.

Under mass contact methods the same ssage was also disseminated to the jects via radio in the form of group ussion so that the livestock owners could e more impact and faith in artificial mination technology. The message was eminated to the livestock owners twice, on 17th Feb., 1999 and 10th March, .

The before-after design was used. T attitude scale was administered to the subje before their exposure to the message, and a after it. Since the attitude change is likely take place after some discussion among t participants, the measurement of po message attitude was taken 4 weeks after the exposure to the message. This enabled the and provided them sufficient time to discu the message with their peer groups, familie etc.

RESULTS AND DISCUSSION :

Table 1. shows the changes in attitude of livestock owners towards artificia insemination. The results show that the mea attitude change scores of the livestock owner to wards artificial insemination before and afte the communication of the message regarding artificial insemination was signification at 1% level of significance. This shows that the message was effective in changing the attitudes of the livestock owners towards artificial insemination in the favourable direction.

Table 1. Attitude scores of the livestock owners before and after the message

	N	Mean	S.D.	t-value
Pre-message	300	71.87	11.08	
Post-message	300	76.05	9.69	
Difference (Post-message (per-message)	300	4.17*	3.69	2.31**

* This is the mean attitude change score (postmessage permessage)

** Significant at 1% level of significance.

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