

## KNOWLEDGE LEVEL OF DAIRY ENTREPRENEURS ABOUT IMPROVED DAIRY FARMING PRACTICES

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### ABSTRACT

The study was conducted on 70 dairy farmers which were selected as dairy entrepreneurs by applying the entrepreneurial characteristics. It was found that majority of the respondents had medium of knowledge followed by high level of knowledge regarding the improved dairy farming practices. The study also revealed that the education, occupation, herd size, milk production and extension contacts had positive and significant relationship with knowledge level of entrepreneurs. It can be inferred from the study that extension agencies should concentrate on low-level knowledge respondents to convert them into a successful entrepreneurs.

**Key Words:** Entrepreneur, Knowledge, and Improved Dairy Farming Practices, Milk Production

### INTRODUCTION

Economic backwardness of an economy or a region is characterised by the co-existence of unutilized or underutilized manpower, on the one hand, and unexploited natural resources, on the other. Economic development means a process of upward change whereby the real per capita income of a person increases over a period of time. It was found in the economic history that man plays a pivotal role in the process of economic development. In case of dairy development, a person with entrepreneurial qualities can produce desired profit. In the present situation, market oriented milk production is one of the most important livestock activities. A farmer, who is a dairy entrepreneur, organizes, manages and assumes responsibility for a dairy enterprise/ business and also bears the risk of profit or loss, needs to be given support, as he is one of the most important inputs for dairy development. In general, knowledge level of dairy entrepreneurs towards the improved dairy farming practices is having a bearing on milk production. In the first technology changing scenario, he has to up date his knowledge, and to use new innovations in the field of dairy farming to optimize his profit level. Keeping in view of the importance of knowledge in improved dairy farming practices in making a successful dairy entrepreneur, the present investigation was undertaken to study the knowledge level of dairy entrepreneurs towards improved dairy farming practices.

### METHODOLOGY

The study was conducted in the purposively selected district of Nagapattinam of Tamil Nadu. Out of 11 blocks, 2 blocks were selected randomly, from which 20 villages

(10 villages from each block) were selected by simple random sampling technique for the purpose. One hundred and twenty dairy farmers (6 from each village) were selected on the basis of that they must be producing the milk minimum 200 days continuously in a year and they must be selling part or full of their produced milk. From these 120 dairy farmers, 70 dairy farmers were selected as dairy entrepreneurs for the study by applying three entrepreneurial characteristics. These were a) Economic motivation b) Achievement motivation and c) Risk preferences. Knowledge in the present study refers to the extent to which information and Understanding the respondent about the improved dairy farming practices. The data collected with the help of structured interview schedule. The respondents were categorized into low, medium and high level of knowledge according to quartiles. The data collected were compiled, tabulated and subjected to the appropriate statistical tools to draw meaningful conclusions.

### RESULTS AND DISCUSSION

#### 1. Distribution of the Respondents According to their Overall Knowledge about Improved Dairy Farming Practices (IDFPs)

The analysis in table 1 reveals that 35.71% of the respondents had high level of knowledge i.e. more than 42 regarding IDFPs, followed by 37.14% of the had medium level of knowledge i.e. 33 to 42, followed by 27.15 % of them had low level of knowledge regarding IDFPs. It is showed that the dairy entrepreneurs were having medium to high knowledge regarding IDFPs. These respondents had high motivation and profit oriented dairy farming that is why they have high knowledge level.

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**Table 1. Distribution of the Respondents according to their Knowledge Level about IDFPs**

Sl.No.	Category	Frequency	%
1.	Low Level of Knowledge (<33)	19	27.15
2.	Medium Level of Knowledge (33-44)	26	37.15
3.	High Level of Knowledge (>42)	25	35.75

## 2. Traits of the Respondents and their Overall Knowledge Regarding Improved Dairy Farming Practices

### 2.1. Age and Knowledge

It was found from the table that majority of the respondents (62.50%) of young age had high level of knowledge regarding IDFPs followed by 44.00% and 33.33% of respondents from middle and old age category had high level of IDFPs, respectively. Only 08.33%, 24.00% and 23.81% of respondents from young, middle and old age category, respectively had low level of knowledge regarding IDFPs. This indicates that the dairy entrepreneurs in the study area had good knowledge about IDFPs. The findings are in line with the findings of Verma (1993) and Show (1998).

### 2.2. Education and Knowledge

The respondents under primary education category were equally distributed in medium level and high level of knowledge at 35.29%, respectively regarding IDFPs. Under the category of middle level of education, 35.71% of the respondents were in each medium and high level of knowledge regarding IDFPs. Majority of the respondents i.e. 42.13% from intermediate level education category had high level of knowledge followed by 34.26% and 23.07% of respondents in medium and low level of knowledge, respectively in IDFPs. In graduation and above level of education category, 50%, 30% and 20% had high, medium and low level of knowledge regarding IDFPs. It is very clear from the above results that higher education levels of respondents lead to high knowledge regarding the IDFPs.

### Family Size and Knowledge

From smaller size family, 41.94%, 41.94% and 16.13% of respondents had high, medium and low level of knowledge regarding IDFPs. Whereas, medium family size category, 40.63%, 37.50% and 21.87% had medium, high and low level of knowledge regarding IDFPs; respectively.

### Social Participation and Knowledge

From the data presented in table 2 revealed that 61.55%, 40.74% and 30.00% of respondents from high, medium and low level social participation had high level of knowledge regarding IDFPs. It means that more the social participation of respondents, more the knowledge regarding IDFPs.

## Occupation (Dairy Farming) and Knowledge

The respondents those who were having dairy as main occupation, 46.43%, 42.86% and 10.71% respondents had high, medium and low level of knowledge respectively regarding IDFPs. Whereas in case of subsidiary occupation, 50.00%, 30.95% and 19.05% had medium, low and high level of knowledge regarding IDFPs.

## Land Holding and Herd Size with Knowledge

Majority of the farmers from small (54.54%), medium (40.91%) and large (38.46%) land holdings had medium, low and low level of knowledge; respectively regarding IDFPs. The findings reveal that small farmers were having medium level of knowledge as compared to medium and large farmers. This indicate that small farmers were having better dairy farming because of less option left with them from crop enterprise to maximize the total profit of their farm. Whereas majority of the farmers from small (40.62%), medium (42.86%) and large (52.94%) herd sizes had low, medium and high level of knowledge regarding IDFPs; respectively. It can be seen that large herd size respondents were having high knowledge regarding the IDFPs due to their high interest to maximize the profit from dairy farming.

## Milk Production, Consumption and Sale with Knowledge

Findings depicted in table 2 reveal that majority of the farmers from low (37.03%), medium (45.00%) and high (52.18%) milk producing category had medium, high and high level of knowledge regarding IDFPs; respectively. In case of milk consumption category, majority of the respondents from low (45.71%), medium (45.00%) and high (40.00%) category had all medium level of knowledge regarding IDFPs; respectively. But in case of milk sale category, it was observed that majority of the respondents from low (37.04%), medium (50.00%) and high (52.18%) category had low, high and high level of knowledge regarding IDFPs; respectively. This indicates that high milk producer and high milk seller were having high knowledge regarding the IDFPs.

## Urban and Extension Contact with Knowledge

From the respondents of low urban category, it was found that equal percentage of respondents i.e. 38.33% had low and medium level of knowledge regarding IDFPs. Whereas in case of medium and high urban contact category, majority of the respondents i.e. 36.36% and 62.50%; respectively had medium and high level of knowledge regarding IDFPs. But in case of extension contact category, majority of the farmers from low (45.16%), medium (46.15%) and high (61.55%) category had medium, medium and high level of knowledge regarding IDFPs; respectively. It can be concluded that the high extension and urban contact respondents were having more knowledge regarding IDFPs.

**Table 2. Distribution of the Respondents and their overall knowledge regarding IDFPs**

Sl. No.	Independent Variables	Frequency	Overall Knowledge regarding IDFPs		
			Low (<33)	Medium (33-42)	High (>42)
1.	<b>Age</b>				
	Young	24	2(8.33%)	7(29.17%)	15(62.50%)
	Middle	25	6(24.00%)	8(32.00%)	11(44.00%)
	Old	21	5(23.81%)	9(42.86%)	7(33.33%)
2.	<b>Education</b>				
	Illiterate	03	1(33.33%)	1(33.33%)	1(33.33%)
	Primary	17	5(29.41%)	6(35.29%)	6(35.29%)
	Middle	14	4(28.57%)	5(35.71%)	5(35.71%)
	Intermediate	26	6(23.07%)	9(34.62%)	11(42.31%)
	Graduate and above	10	2(20.00%)	3(30.00%)	5(50.00%)
3.	<b>Family Size</b>				
	Small	31	5(16.13%)	13(41.94%)	13(41.94%)
	Medium	32	12(37.50%)	13(40.63%)	7(21.87%)
	Large	7	3(42.86%)	2(28.57%)	2(28.59%)
4.	<b>Social Participation</b>				
	Low	30	11(36.66%)	10(33.33%)	9(30.00%)
	Medium	27	7(25.39%)	9(33.33%)	11(40.74%)
	High	13	2(15.38%)	3(23.07%)	8(61.55%)
5.	<b>Occupation (Dairy Farming)</b>				
	Main	28	3(10.71%)	12(42.86%)	13(46.43%)
	Subsidiary	42	13(30.95%)	21(50.00%)	8(19.05%)
6.	<b>Land Holding Size</b>				
	Small	22	3(13.64%)	12(54.54%)	7(31.82%)
	Medium	22	9(40.91%)	5(22.73%)	8(36.36%)
	Large	26	10(38.46%)	9(34.62%)	7(26.92%)
7.	<b>Herd Size</b>				
	Small	32	13(40.62%)	11(34.36%)	8(25.00%)
	Medium	21	4(19.05%)	9(42.86%)	8(38.09%)
	Large	17	3(17.65%)	5(29.41%)	9(52.94%)
8.	<b>Milk Production (lts./day)</b>				
	Low	27	9(33.33%)	10(37.03%)	8(29.63%)
	Medium	20	5(25.00%)	6(30.00%)	9(45.00%)
	High	23	3(13.04%)	8(34.78%)	12(52.18%)
9.	<b>Milk Consumption (lts./day)</b>				
	Low	35	11(31.43%)	16(45.71%)	8(22.86%)
	Medium	20	5(25.00%)	9(45.00%)	6(30.00%)
	High	15	4(26.66%)	6(40.00%)	5(33.33%)
10.	<b>Milk Sale( lts./day)</b>				
	Low	26	10(37.04%)	8(29.63%)	8(30.77%)
	Medium	20	4(20.00%)	6(30.00%)	10(50.00%)
	High	24	5(20.83%)	7(30.43%)	12(52.18%)
11.	<b>Urban Contact</b>				
	Low	18	7(38.88%)	7(38.88%)	4(22.22%)
	Medium	44	13(29.54%)	16(36.36%)	15(34.14%)
	High	8	0(00.00%)	3(37.50%)	5(62.50%)
12.	<b>Extension Contact</b>				
	Low	31	14(45.16%)	13(41.94%)	4(12.90%)
	Medium	26	7(26.92%)	2(46.15%)	7(26.92%)
	High	13	2(15.38%)	3(23.07%)	8(61.55%)

### 3. Relational Analysis of the Traits of the Respondents and their Overall Knowledge Regarding IDFPs.

Table 3 shows that education, occupation, herd size, milk production and extension contact had positive and

significant relationship with knowledge at 1% level of significance. The above findings are in line with the findings of earlier studies of Sohal and Tyagi (1978), Verma (1993) and Nishi (1996). But age was found negative and significantly correlated with knowledge

level at 5% level of significance. The finding was in accordance with the findings of Verma (1993) and Show (1998). The traits of the respondents like education, family size, occupation, herd size, milk production and extension contact play a very important role to increase the level of knowledge regarding IDFPs.

**Table 3. Relational Analysis of the Traits of the Respondents and Their Knowledge Regarding IDFPs**

Sl. No.	Traits	'r' Value
1.	Age	-0.2734*
2.	Education	0.4409**
3.	Family Size	-0.1009
4.	Social Participation	0.0992
5.	Occupation	0.4756**
6.	Land Holding	-0.1193
7.	Herd Size	0.4399**
8.	Milk Production	0.3475**
9.	Milk Consumption	0.0418
10.	Milk Sale	0.0968
11.	Urban Contact	0.1752
12.	Extension Contact	0.5557**

\* Significant at 5% level

\*\* Significant at 1% level

## CONCLUSION

It can be concluded that majority of the dairy entrepreneurs of study area were of young age and had

high level of knowledge regarding improved dairy farming practices. These dairy entrepreneurs should be a model for other young people to take dairy farming as a business. Most of them had medium level of urban contact but low extension contact. These dairy entrepreneurs might have acquired knowledge about IDFPs as a result of their contact with urban people and other agencies promoting dairy as a business. The farmers who desire to maximize their profit might have acquired more knowledge from available sources of information, and also individuals with high risk bearing ability might have tried to adopt dairy innovations in their enterprise. The study also revealed that the education, occupation, herd size, milk production and extension contact had positive and significant relationship with knowledge level of dairy entrepreneurs. Where as age was found negative and significantly correlated with knowledge level. Age was not a important trait for dairy farming because people might have learnt at any stage of life for earning of money to maximize the profit or an older people might be more knowledgeable due to his experiences and interest in a particular enterprise. It can be inferred from the above discussion that extension officials and development agencies should concentrate on low and medium knowledge level respondents to convert them into high knowledge level category of IDFPs.

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