FACTORS DETERMINING THE ATTITUDE OF LIVESTOCK OWNERS TOWARDS CROSS BREEDING PROGRAMME IN CATTLE

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ABSTRACT

Though India has made a remarkable stride in the area of dairy development and placed on the top of the world in total milk production yet we are lagging behind in terms of productivity in comparison to developed nations. It has been felt that there is an information gap pertaining to lower extent of adoption of cross breeding programmes. The present study was conducted in two blocks of Bareilly district in U.P. Data was collected through structured interview schedule. Relationship between attitude of livestock owners towards cross breeding programmes and various socio-personal characters was calculated. The study revealed that age, education participation, socio-economic status, utilization of communication sources and availability of critical inputs were closely related while gender and family size was non-significantly related to attitude of livestock owners towards cross breeding programmes. So, adequate extension services should be ensured at the field level and relevant knowledge or information should be disseminated through mass media channels to create awareness, to ensure adequate level of adoption regarding cross breeding programmes.

Key words : Attitude, Livestock, Crossbreed, Cattle.

INTRODUCTION

A remarkable stride has been made by India in the area of dairy development in last few decades and placed it on the top of the world in total milk production. In agriculture economy milk is the single largest commodity that is estimated to fetch Rs. 450 billion, a way ahead of agriculture crops rice and wheat (Gupta, 1999). In dairy sector, 70 per cent marginal farmers and landless labourers are dependent in dairy animals as their main source of income.

It has been felt that there is an information gap pertaining to extent of adoption, constraints in adoption and various factors influencing the adoption of cross breeding technology. Besides, there is a lack of quantitative analysis of factors affecting technology adoption. Therefore, it is needed to examine and analyse the impact of various factors on the adoption thus information generated may be quite, useful in rectifying the hitherto chalked out strategies to promote crossbreeding technology among farmers and give a boost to country's milk production.

METHODOLOGY

The study was conducted in Bareilly district of Uttar Pradesh and carried out in two Integrated Rural Development (IRD) blocks. Fetehganj and Baheri, purposively selected from IRD blocks of Bareilly district. From the Fatehganj block two villages i.e. Agras and Madholi and from Baheri block two villages i.e. Adalpur and Marchoda were selected. From each of the villages, 30 livestock owners who were having problems in adoption of cross breeding programmes were selected through a pilot study. A total of 120 livestock owners as respondents constituted the sample size for the study. The data was collected by personal interviews of respondents through structured schedule, then tabulated. Finally, the relationship between attitude towards crossbreeding programmes and various socio-personal characters was found by coefficient of correlation. The significance of estimated coefficient was tested at 0.05 and 0.01 levels probability by using statistical table for biological agriculture and medical research of Fisher (1958).

RESULTS AND DISCUSSION

From the table 1, it was observed that age of the respondents was negatively as well as significantly correlated with attitude towards crossbreeding programme. Majority (66.68%) of respondents with high attitude level, were belonged to young age group. Sharma et al. (1998) also revealed that the young age farmers were found to be positively as well as significantly correlated with attitude and old aged farmers had low-level attitude. It might be due to their faith on traditional practices. In reference to gender, it was observed that there was no significant relationship between attitudes towards cross breeding programmes amongst male and females. As table indicates, most of the respondents

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Table 1. Relationship between socio-personal characteristics of livestock owners and attitude towards cross breeding programme

Sl. No.	Categories	Attitude Level			Total
		Low (N=36)	Medium (N=60)	High (N=14)	
	AGE :				
1.	Young (<30)	0(00.00)	28(46.66)	16(66.38)	44(36.67)
2.	Middle (31-45)	28(77.77)	20(33.34)	4 (16.66)	52(43.33)
3.	Old (>46)	8 (22.23)	12(20.00)	5(16.66)	24(20.00)
	SEX :				
1.	Male	32 (88.88)	52 (86.66)	20(83.34)	104(86.67)
2.	Female	4(11.12)	8(13.34)	4(16.66)	16(13.33)
	EDUCATION:				
1.	< 4th stand.	20(55.55)	16(26.68)	4(16.66)	40(31.33)
2.	5-10th stand.	16 (44.45)	28 (46.66)	0 (00.00)	44 (36.67)
3.	> 11th stand.	0(00.00)	16(26.66)	20(83.34)	36(30.00)
	FAMILY SIZE :				
1.	Small (<3 member)	0(00.00)	4(6.68)	4(16.66)	8(6.67)
2.	Medium (4-8 Mem.)	36 (100.00)	40 (66.66)	20 (83.34)	96 (80.00)
3.	Large (>9 Member)	0(00.00)	16 (26.66)	0 (00.00)	16 (13.33)
	FAMILY TYPE :				
1.	Nuclear	16 (44.45)	40 (66.66)	20 (83.34)	76 (63.33)
2.	Joint	20(55.55)	20(33.34)	4(16.66)	44(36.67)
	SOCIAL PARTICIPATION :				
1.	Low (0)	36(100.00)	20(33.33)	0(00.00)	56(46.67)
2.	Medium (1)	0 (00.00)	32 (53.33)	4 (16.66)	36 (30.00)
3.	High (>2)	0(00.00)	8(13.34)	20(83.34)	28(23.33)
	SOCIO-ECONOMIC STATUS :				
1.	Low (<13)	8(22.22)	9 (13.34)	4 (16.67)	20 (16.67)
2.	Medium (24-22)	28 (78.78)	48 (80.00)	4 (16.67)	8 (66.67)
3.	High (>23)	0(00.00)	4(6.66)	16(66.66)	20(16.66)
	COMMUNICATION SOURCE UTILIZATION :				
1.	Low (0)	20 (55.55)	4 (6.67)	4(16.67)	28 (23.32)
2.	Medium (1-3)	16 (44.45)	40 (166.67)	4 (16.67)	60 (50.00)
3.	High (>4)	0(00.00)	16 (26.66)	16 (66.66)	32 (26.67)
	AVAILABILITY OF CRITICAL INPUT :				
1.	Low	32(88.88)	20(33.34)	0(00.00)	52(43.34)
2.	Medium (2)	4 (11.12)	0 (00.00)	0(00.00)	4 (3.33)
3.	High (>3)	0(00.00)	40(66.66)	24(100.00)	64(53.33)

(about 50%) of both the sexes had medium level of attitude. Due to literacy of livestock owners most of the respondents were having high level of attitude towards cross breeding programme. As Goswami (1987), Choudhary and Singh (1997) and Sharma at el (1998) had also revealed that education of dairy farmers was positively as well as significantly correlated with attitude towards A.I. As far as family size was concerned, there was non-significant relationship had been shown with attitude towards cross breeding programme. Similar type of results had been drawn by Dana (1987) and Dana et al (1995) in study of attitude towards Al. in cattle. The study revealed positive and significant correlation between social participation and attitude towards cross breeding programme, as majority (83.34%) of respondents with high attitude level were belonged to high category of social participation. As Dana (1987), Shirsat, et al. (1993) and Sawarkar (1998) had also revealed that it had positive as well as significant correlation with attitude towards A.I. Socio-economic status of respondents had positive significant relationship with attitude toward crossbreeding programme. Majority (66.66%) of respondents with high attitude level were belonged to high category of utilization of communication sources Earlier studies by Dana (1987) and Singh (1999) had also concluded positive and significant relationship between utilization of communication sources by livestock owners and attitude towards A.I., it might be due to creativity of awareness through communication sources. Availability of critical input had highly positive significant relationship with attitude towards crossbreeding programme. All the respondents with high attitude were belonged category of high availability of critical inputs.

Dana (1987) had also observed that the availability of critical input of livestock owners had highly positive significant correlation with attitude towards A.I. It might be due to availability of resources had developed positive attitude.

CONCLUSION

Findings of the study indicated that age, education participation, socio economic status communication and availability of critical inputs were closely associated with the farmers crossbreeding programmes. It concluded that more progressive outlook and belief in science and adoption of scientific technologies was found in highly educated people of young age. So the more emphasis is needed for educating the livestock owners about the advantages and benefits of cross breeding programmes and scientific livestock husbandry. The communication media should be improved by arranging exhibition on cross breeding programme and organizing cross breed calf rallies, frequently. The detailed information should be given on Radio, Television which is easy to transfer on large scale. Adequate extension services should be ensured in the field by state department, so that awareness among livestock owners can be created about cross breeding programme at gross root level.

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