RESEARCH NOTE

Information Sources Utilized Livestock Owners in Muzaffarnagar, Uttar Pradesh

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ABSTRACT

Dairy development plays a prominent role in the rural economy in supplementing the income of rural households. It also provides subsidiary occupation in rural and semi urban areas in the country where crop output may not sustain the family. It is generally accepted that communication is the basic step in effecting changes is any aspect to client system. Information sources play an important role in agriculture development. Hence, a study was conducted in Muzaffarnagar district of Uttar Pradesh to know the important sources which were utilized by the farmer to update their knowledge in the field of livestock rearing. The data were collected from 100 urban and 160 rural respondents through personal interview method. Results indicate that Personal localite sources of information (59.79%) were the most utilized sources among all the information sources in the field of livestock rearing. The most important information sources were family member (67.78 %), radio (63.69%) and magazines (62.08%). It was suggested that agriculture information may be disseminate through radio so that farmers might be benefitted and can up-date their knowledge

Key words : *Farmer; Livestock; Magazines; Radio; Source of information;*

India is predominantly an agricultural country. Dairying has been considered as a potential means of alleviating large scale unemployment, ensuing from population explosion especially in the rural areas. Successfully dairy husbandry enterprise not only improves the socio-economic status of the rural population, but also assures a sustained and assured means of income to supplement their income from the main enterprise i.e. crop husbandry**.** Dairy production is also the most important agricultural activity in the country, contributing about 5.3 per cent to the agricultural gross domestic product. The value of India's milk output during 2006-07 has been estimated at over Rs. 14,43,866 corers, higher than the combined value of other major agricultural crops like paddy, wheat and sugarcane *(DAHD, 2012)*. Dairy farming dominates livestock production, providing 18 million people and 70 per cent of them women; with employment .The dairy sector is also the major source of income for an estimated 27.6 million people *(NIRD 2012)*. The majority of milk production in India is still carried out by small-scale, often landless farmers, who get a large share of the total price paid by consumers (77%). In comparison, producers in Germany only receive 48 per cent and United States only 45 per cent of the total price *(Hemme et al., 2010)*. This makes milk production very attractive; it offers many of India's farmers a way out of poverty**.** Indian dairy industry has acquired substantial growth from the VIII plans onward, achieving an annual output of over 127.9 million tones of milk at the end of 2011-12. India's milk output has not only placed the industry first in the world, but also represents sustained growth in the availability of milk and milk products. The per capital availability of milk is was 291 g per day during 2011-12. Most of the rural farmers who keep dairy animal don't follow the recommended package of practices of dairy management. Hence, it is felt that there is an urgent need to sensitise the dairy farmers about the scientific technologies and various interventions required in dairy production in order to enhance milk quantity and quality for dairy animals. Keeping in view the above situation, the present study was undertaken to study the

communication sources utilized by the rural and urban livestock owners regarding scientific livestock management practices in Muzaffarnagar district.

METHODOLOGY

The study was conducted in Muzaffarnagar district of Uttar Pradesh. Out of fourteen blocks, four blocks namely, Charthawal, Baghra, Shahpur, and Sadar/ Muzaffarnagar were selected randomly for the study. Out of four blocks, four villages from each block have been selected randomly. Finally sixteen villages were included in the present investigation from Muzaffarnagar. To make the selection of respondents, a list of those farmers who had one dairy animal at the time of investigation was prepared for each selected village. From the list of each village 10 livestock owners were selected randomly from different land holding category, and 20 livestock owners from urban areas i.e. each block and district head quarter were selected randomly. Thus in all, 100 urban and 160 rural respondents were included in the sample for present study. The data was collected on three point continuum scale, namely, regularly, sometimes and never by personal interview method. The scoring system followed was 3, 2, and 1 respectively. The farmers response was analyzed on the basis of weighted mean score.

RESULTS AND DISCUSSION

The data pertaining to sources of information which were utilized by the respondents were depicted in Table 1. A cursory look on the table reveals that in the category of Mass media information sources, television (67.36%) was the most potential source followed by magazine (67.22%) in the urban area of study. But radio (68.61%) was most important source among rural areas in the study area of Muzaffarnagar. While, on the basis of pooled result, radio was utilized up to the tune of 63.69 per cent followed by magazines used up to the extent of 62.08 per cent to update the knowledge in the field of livestock other important sources were magazine, TV, research institute, newspapers, etc. The findings are logically true as most of the respondents carried radio with them while performing agricultural activities in day to day life. Similar type of findings were reported by *Meena and Chauhan (2005)* and *Bandyopadhyay et al., (2001)* concluding that radio was most important sources of information for livestock owners.

Table 1. Utilization of information sources by the livestock owners

Information sources Mass media sources	Urban	Rural	Pooled
Newspaper	64.33	52.33	58.33
Television	67.36	53.32	60.34
Radio	58.76	68.61	63.69
Magazine	67.22	56.94	62.08
Kisan Melas/Kissan Goshti	53.33	59.72	56.53
Livestock day/Cattle show	55.66	57.61	56.64
Visits to SAUs/ KVK, etc.	62.56	53.61	58.09
Personal localite sources			
Family Member	73.89	61.67	67.78
Relatives	63.61	55.00	59.31
Fellow farmers	65.83	54.44	60.14
Progressive Farmers	57.22	56.67	56.95
Sarpanch	56.11	63.33	59.72
Village quack	53.61	56.11	54.86
Personal cosmopolite sources			
VLDA/ Stockman	53.33	56.11	54.72
A.H. Officer	60.00	47.22	53.61
Dairy Coop Official	53.89	44.72	49.31
SMS/Scientist	50.56	49.72	50.14
Any other	51.67	47.50	49.59

The use of personal localite sources of information presented in Table 1 showed that the mostly used sources were family member (73.89%) and fellow farmers (65.83%) in the urban area of investigation. On the other hand rural respondents obtained the information about livestock from Sarpanch followed by family members. On the pooled basis the utilization of personal localite sources of information in study areas it was found that family member and Fellow farmers were utilized up to the extent of 67.78 and 60.14 per cent respectively. These findings lead to the conclusion that use of personal localite channels was higher among the unban respondents in comparison to rural respondents. Researcher himself observed that respondents in the urban areas first thoroughly discussed the things within the family and confirms their progressive farmers and relatives. But the rural respondents hesitate to discuss the things with others.

The data further reveals that among personal cosmopolite channel, VLDA (village level development assistant) (56.11%) was the most prominent source for information in the rural area. Whereas Animal Husbandry officer (60.00%) was the most potential

personal cosmopolite source among the urban respondents. Further the use of other cosmopolite sources was more or less equally weighted by both the respondents in the study area of Muzaffarnagar district. The VLDA/Stockman (54.72%) was the most commonly utilized source by the livestock owners in the study area for obtaining the latest know how in the field of livestock rearing. During the course of investigation it was also observed by the researcher that VLDA/stockman was the only trust worthy source for the livestock owners in the study area of Muzaffarnagar.

Table 2. Extent use of information sources

Sources of Communication	Urban	Rural	Pooled
Mass media sources	61.32	57.45	59.39
Personal localite sources	61.71	57.87	59.79
Personal cosmopolite sources	53.89	49.05	51.47
Pooled	58.97	54.79	56.88

The collected data were further analyzed to find out the most important sources and results were presented in Table 2. It was observed that the mass media sources and personal localite sources of information were more or less equally utilized by livestock owners whereas personal cosmopolite sources of information were the third preference of the respondents in the Muzaffarnagar. The pooled results indicate that the respondents in the urban area utilized the sources up to the extent of 58.97 per cent whereas rural respondents used the same up to the extent of 54.79 per cent

These findings lead to the conclusion that the overall extent of use of personal localite sources was little bit higher followed by mass media information sources. The findings are contradictory with the findings of *Meena and Chauhan (2005)* wherein they revealed that the most potential information sources were personal cosmopolite channels as the extent use of these channels was 60.44 per cent.

CONCLUSION

It is concluded that personal localite sources of information were the most utilized sources among all the information sources in the field of livestock rearing. In case of individual source, family member, radio and magazines were the most important sources of information. Hence, it was recommended that the latest know how may be disseminated through these sources so that farmers may enhance their knowledge in the field of livestock rearing in particular and agriculture in general.

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