

Economic Motivation towards Pig Rearing in Hilly Areas of Assam

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ABSTRACT

A study on the economic motivation of pig rearers in Dima Hasao district was carried out by contacting fifty pig farmers each from two developmental blocks namely Diyungbra and Jatinga in Assam. It was found that majority of the pig farmers were in the middle group of distribution with mean values of 15.08 per cent, 14.44 per cent and 14.76 percent in name the blocks and the pooled sample respectively out of the total obtainable scores of 20. Make it more meaningful highlighting the positive statements and the results of correlation

Key words: Economic motivation; Pig farmer; Dima Hasao;

Piggery sector in the states of the North Eastern (NE) region of India has been spectacular during the recent past. In NE region, piggery is very popular because of the traditional involvement of tribal and other weaker sections of the population in pig raising, their food habits and absence of taboo against consumption of pork and pork products. Pigs serve as the primary source of meat in most of the hilly areas. With the remarkable advancement of science and technology, things have changed and people now have an optimistic attitude towards piggery. Pork consumers in India are increasing year by year in faster proportion than the growth in population. In addition to the rural poor, the demand for pork had increased tremendously among the urban elites as well cutting across caste and creed. The spread of knowledge and modern concepts about the importance of inclusion of animal protein in the diet had changed the age-old superstitions of the non-pork eaters. The craze of young generation to have more of East Asian type of food and purchasing power of the people had resulted in increased demand for meat and meat products.

Rearing of pig by the tribal population of Dima Hasao district of Assam is not a new concept. They have been traditionally doing so since time immemorial. In fact, animal husbandry in general and piggery in particular is an integral part of almost every household of the people of this district. But of late, it is seen that

those resorting to better rearing and smart marketing are reaping more benefits than others. Further at times the benefits are reaped by people other than the actual rearers, which might have been frustrating form those who kept a close track of all affairs relating to pig or pork marketing. Therefore, a study was conducted to find out the economic motivation of the pig rearers in the district.

METHODOLOGY

The study was undertaken in two selected blocks of Dima Hasao (the erstwhile North Cachar) district of Assam and data collection was done during October 2012 to February 2013. The blocks were selected in such a manner that, one block was located far off from the district headquarters having low pig population namely Diyungbra ITDP Block and Jatinga Valley Development Block which was near to the district headquarters with high pig population. . From each selected block, two villages were selected on the basis of maximum number of pig rearers. Again from each village, a total of 25 pig farmers were randomly selected for the present study making the sample size of the 100.. A comprehensive, pre-tested, reliable and valid interview schedule was developed for data collection from the respondents. For obtaining response on different component areas of economic motivation towards swine farming, the respondents were offered five statements

and they were asked to respond in either of the five degrees ranging from strongly agree, agree, undecided, disagree and strongly disagree categories. The scoring patterns were 4,3,2,1 and 0 respectively if the statement was a positive one. In case of negative statements the scoring pattern was just in reverse manner. As such the minimum and maximum obtainable scores for any respondent were zero and 20 respectively. Pre-testing of the interview schedule was done in the nearby simulating Cachar district to see the reliability and validity of the interview schedule. The reliability worked out was 0.89 and as far as the validity was concerned, content validity was ensured in consultation with the experts available in the University, National Research Centre on pig and field veterinarians.

RESULTS AND DISCUSSION

Motivation is what moves or activates an individual. Economic motivation is a prime factor, if not sole, in promoting people to work in certain direction with consistency and vigour.

Table 1 reflected that majority of the respondents 66 per cent, 76 per cent and 86 per cent in Block I, Block II and in the pooled sample respectively possessed medium economic motivation. This was largely due to the fact that the pig rearers of the Dima Hasao district reared pigs for many reasons and for many years, thereby marginalizing the endeavor to a traditional activity. Majority of the pig farmers fall under medium category of frequency distribution as also reported by *Rahman (2007)*, *Payeng (2010)* and *Shyam (2010)* in their studies. Nevertheless, the mean score of 15.08 in Block I, 14.44 in Block II and 14.76 in the pooled sample out of the total obtainable score of 20 was quite impressive and revealed that by and large their economic motivation towards pig rearing was towards comfortably higher side. This might have been because of the favour and adoration? they possessed as community to the piggery sector. These findings were in line with *Zadeng (2012)* who reported that majority of the respondents possessed medium to higher economic motivation. It was in contradictory with *Vashisht et al., (2008)*

Table 1. Frequency distribution of the respondents on the basis of their economic motivation

Variables	Blocks	Mean	SD	Range	Low	Medium	High	't' value
Economic motivation	Block I	15.08	2.88	10-20	6(12.00)	33(66.00)	11(22.00)	1.29 ^{NS}
	Block 2	14.44	2.65	10-19	1(2.00)	38(76.00)	11(22.00)	
	Pooled	14.76	2.77	10-20	2(2.00)	86(86.00)	12(12.00)	

Figures in the parenthesis indicate percentage

NS-Non significant

Table 2. Frequency distribution of respondents on the basis of their economic motivation

Economic motivation	Blocks	Degree of information				
		SA	A	UD	DA	SDA
A farmer should work towards larger yields and economic profits	Block I	14(28)	27(54)	8(16)	0(0)	1(2)
	Block II	9(18)	21(42)	20(40)	0(0)	0(0)
	Pooled	23(23)	48(48)	28(28)	0(0)	1(1)
A most successful farmer is one who makes the most profit	Block I	18(36)	30(60)	1(2)	0(0)	1(2)
	Block II	15(30)	31(62)	3(6)	0(0)	0(0)
	Pooled	33(33)	61(61)	4(4)	0(0)	1(1)
A farmer should try any new farming idea which may earn him more money	Block I	27(54)	9(18)	14(28)	0(0)	0(0)
	Block II	27(54)	13(26)	9(18)	0(0)	0(0)
	Pooled	54(54)	22(22)	23(23)	0(0)	0(0)
It is difficult for the farmers' children to make good start unless he provides them with economic assistance	Block I	8(16)	24(48)	16(32)	2(4)	0(0)
	Block II	3(6)	13(26)	29(58)	0(0)	0(0)
	Pooled	11(11)	37(37)	45(45)	2(2)	0(0)
A farmer must earn his living but the most important thing in life cannot be defined in economic terms	Block I	8(16)	24(48)	16(32)	2(4)	0(0)
	Block II	7(14)	13(26)	29(58)	0(0)	0(0)
	Pooled	15(15)	37(37)	45(45)	2(2)	0(0)

Figures in the parenthesis indicate percentage

SA=Strongly agree; A=Agree; UD=Undecided; DA=Disagree; SDA=Strongly degree;

where majority (93.2%) of the respondents had high economic motivation in their study. This finding, although encouraging, did not provide an account of the specific areas where actually the respondents were more economically oriented to.

Further analysis on statement wise frequency distribution of respondents was worked out and the results are presented in Table 2. It revealed their strong agreement to the extent of 60 per cent, 54 per cent, 48 per cent, 48 per cent and 18 per cent to the areas like “A most successful farmer is one who makes the most profit”, “A farmer should work toward larger yields and economic profits”, “It is difficult for the farmers’ children to make good start unless he provides them with economic assistance”, A farmer must earn his living but the most important thing in life cannot be defined in economic terms” and “A farmer should try any new farming idea which may earn him more money” respectively in Block I whereas in Block II the corresponding figures were 62 per cent, 42 per cent, 26 per cent, 26 per cent and 26 per cent and in pooled sample 61 per cent, 48 per cent, 37 per cent, 37 per cent and 22 per cent respectively. From the results it could be drawn that economic motivation among the pig rearers was projecting a picture of greater intensity in Dima Hasao district of Assam. By and large, similar findings were also reported by *Payeng (2010)* in his study among pig entrepreneurs in Kamrup district of Assam. This kind of an atmosphere of livestock rearing might help in social upliftment, cohesion and well being of farmers as reported by *Vashisht et al., (2008)*. *Zadeng (2012)* claimed that pig rearing as a traditional measure was also forceful in bringing tranquility and a motivation for economic gain in the society as a whole, because it gave meaningful employment to the youths.

Table 3 showed that economic motivation was positively and high significantly ($p < 0.01$) related to education (0.57**). Education provides access for better exposure and experience leading to greater economic motivation. So is the case with information sources (0.27**); as more the information sources, more could be the exposure and experience leading to increased economic motivation increased. Attitude towards pig farming (0.47**) must have worked positively to gain more information and remain economically motivated. Risk orientation (0.69**) must have boosted for better economic gain. Total time spent (0.25**) obviously had

Table 3. Correlation between economic motivation with socio-personal, psychological and marketing attributes

Variables	'r' value
Age	-0.03
Education	0.57**
Family size	0.07
Occupation	0.07
Annual income from all sources	0.15
Annual income from pig	-0.06
Herd size	0.03
Account of other livestock	0.06
Social participation	-0.06
Extension contact	-0.08
Sources of information	0.27**
Credibility of information sources	-0.05
Attitude towards pig farming	0.47**
Risk orientation	0.69**
Labour	-0.10
Total time spent	0.25**
Breeding	0.56**
Feeding	0.45**
Management/Health care	0.59**
Place/person to whom sold	0.07
Mode of marketing	-0.01
Earning from pig sold	-0.00
Cost of production	-0.17
Problems	-0.09
Price of piglet	-0.17

positive dividends because, it guided the owners to stay engaged and get ultimately better return. Better breeding (0.56**) surely provided better off springs and the owners were benefited thereby they showed the strong positive relations. Similarly, better feeding (0.45**) must have resulted in better yields and owners predisposed positive economic orientation. Similar must have been the case for management/health care (0.59**). Similar studies were reported in case of goat farming by *Veerana (2000)* who found a positive and significant correlation between economic motivation and socio-personal variables and adoption of scientific goat rearing practices.

CONCLUSION

The findings of the study revealed that in both Block I and Block II, in Dima Hasao district of Assam majority of the respondents had medium to high level of economic motivation with no significant mean difference. Further, in detailed analysis, it was found that 60 per cent

followed by 54 per cent, 48 per cent, 48 per cent and 18 per cent of the respondents favoured the statements “A most successful farmer is one who makes the most profit”, “A farmer should work toward larger yields and economic profits”, “It is difficult for the farmers’ children to make good start unless he provides them with economic assistance”, “A farmer must earn his living but the most important thing in life cannot be defined in economic terms” and “A farmer should try any new farming idea which may earn him more money” respectively in “agree” degree in Block I whereas in Block II the corresponding figures were 62 per cent, 42 per cent, 26 per cent, 26 per cent and 26 per cent.

Thereby they indicated a good ground for piggery development in the district and thereby making the sector forceful in bringing tranquility through meaningful employment to the youth. While rethinking for some entrepreneurship among the youths, the fact that economic motivation was related positively and high significantly to education, source of information, attitude towards pig farming, risk orientation, total time spend, breeding, feeding and management/health care to be considered strategically giving more importance to such attributes.

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