

RESEARCH NOTE

Factors Affecting Basic Essential Knowledge of Dairy Farmers' Sons to be Successful Dairy Farmers

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ABSTRACT

The basic essential occupational knowledge of an individual is considered as the power to be a successful person in the modern days of science and technology. It has the capacity to make a person enabled to make progress in occupational life using science and technology. It makes human involved in any occupation far more competent, advanced and sophisticated being to handle business. The dairy farmers' sons as a future generation are also expected to have the basic essential knowledge to be new generation successful dairy farmers. Considering this, the present study was conducted on a random sample of 200 sons of dairy farmers of Anand and Kheda districts of Gujarat to examine factors affecting basic essential knowledge of dairy farmers' sons to be successful dairy farmers. The study concludes majority (67.50%) of the dairy farmers' sons had a very high level of essential knowledge to be successful dairy farmers. The study also reveals that basic essential knowledge of dairy farmers' sons to be successful dairy farmers was observed positively significant with their age, marital status, landholding, annual family income, extension participation, achievement motivation, self-confidence, economic motivation and attitude towards farming. It means that the degree of the basic essential knowledge to be a successful dairy farmer was observed significantly better amongst those sons of the practising dairy farmers, who had to some extent elder age, married marital status, comparatively the more agricultural family landholding, better annual family income, more connectivity with extension agencies and who had a higher level of motivation to achieve an economic level in life and highly positive towards farming as an occupation.

Keywords: Factors; Basic essential knowledge; Dairy farmers' sons;

Knowledge is the fuel that drives a person towards success in the occupation. It is, therefore, acquisition of knowledge is believed as the most prime quality that prepares an individual for a successful long occupational life. Thus, occupational knowledge accounts for the success of people. The more knowledgeable person has, the more advantage he has over the business. The better individuals are equipped to manage themselves and business resources, the easier their journey of occupational life. More than any resource, knowledge must be put to good use in business. Understanding the significance of business knowledge to be a workable business person, possession of important knowledge of animal husbandry to be a dairy farmer is essential to be

workable dairy farmers. It is obvious that to run and make animal husbandry occupation successful, preliminary additional awareness about various aspects, which are directly or indirectly associated with the development of dairying and dairy farmers should be in the mind of animal husbandry practitioners. Farming and animal husbandry are the two sides of the same coin. Considering this reality, little knowledge about agriculture and farmers' development-related aspects is expected to have to be successful animal husbandry practitioners. The preliminary knowledge about fodder and other crops to be grown in a rabbi and Kharif seasons, basic awareness about farm inputs, farmers' related programmes and schemes implemented by government

agencies, credit availing schemes, awareness about farmers' training centres, understanding about the accessibility of land-related records, alertness on-farm literature and farm mass media programmes and Kisan Call Centres is needed in youth to be workable animal husbandry farmers. Considering this, a study on dairy farmers' sons was undertaken to develop the new generation of dairy farming effectively with objectives viz. (1) To study the level of essential knowledge of dairy farmers' sons to be successful dairy farmers and (2) To study the factors affecting essential knowledge of dairy farmers' sons to be successful dairy farmers.

METHODOLOGY

The present research was undertaken in the ten randomly selected villages of Anand and ten village of Kheda districts of the Charotar well-known as the most important milk-producing area of Gujarat. For the study a random sample of a total of 200 sons of practising dairy farmers between the ages of 18 to 35 years was selected. The information was collected personally using an interview schedule. The coefficient of correlation (r) was worked out to see the relationship between the independent and dependent variables.

RESULTS AND DISCUSSION

The level of essential knowledge to be successful dairy farmers : The results shown in Table 1 reveal that the majority (67.50%) of the dairy farmers' sons had a very high level of essential knowledge to be successful dairy farmers, followed by 25.50 and 7.00 per cent of them were with a high and medium level of essential knowledge to be successful dairy farmers, respectively, while none of them was with very low and low levels of the overall essential knowledge to be successful dairy farmers.

The time to time understanding about dairying received casually from the elder members and parents through individual and oral conversation, watching elder members doing dairy farming-related activities, informal or customary help given by the sons to their parents on the work, rational level of education to recognize modern innovations of dairy farming and related fields might have played a role for having high to a very high level of knowledge. This finding is more or less supported by Vahora et al. (2015), Rathod et al. (2017), Khatri et al. (2018) and Khatri and Chauhan (2020).

Table 1. Dairy farmers' sons according to level of basic essential knowledge to be successful dairy farmers (N= 200)

Level of knowledge	No.	%
Very Low (Up to 4 score)	00	00.00
Low (above 4 to 8 score)	00	00.00
Medium (above 8 to 12 score)	14	07.00
High (above 12. to 16 score)	51	25.50
Very high (above 16 to 20 score)	135	67.50
Total	200	100.00

The factors affecting essential knowledge to be successful dairy farmers : The result shown in Table 2 indicates the relationship between the personal, economic, social, communicational and psychological factors of the dairy farmers' sons and their essential knowledge to be successful dairy farmers.

Personal factors : It can be seen that amongst the personal factors, the relationship of the personal factors of the dairy farmers' sons viz. age and marital status were positive and significantly correlated with the essential knowledge to be successful dairy farmers of the dairy farmers' sons, while other personal variables like education, father's education and distance of native from district places were observed non-significantly correlated with their level of essential knowledge to be successful dairy farmers. It means that the essential knowledge to be successful dairy farmers of the dairy farmers' sons was observed better amongst those who were married with above 30 years of age. It is logical that the married and slightly older aged sons of dairy farmers have more understanding to accept financial, social and family responsibility. Such understanding, sensitivity, tendency and gravity help them to expand all those awareness and knowledge helping to be workable and practical human resources to manage accessible occupation like animal husbandry. The findings were similar with the findings of Yadav & Naagar (2021).

Economic factors : It can be noticeable that amongst the economic factors, landholding and annual income were positive and significantly correlated with essential knowledge of dairy farmers' sons to be successful dairy farmers. This shows that level of essential knowledge of dairy farmers' sons to be successful dairy farmers was better amongst those who had the bigger size of family landholding and annual family income. However economic variable like herd size and family occupation did not exhibit a significant role in improving essential

knowledge of dairy farmers' sons to be successful dairy farmers. It is common that more sensible association is advised by family members to young members of the family to maintain and manage the big size of landholding. Thus, whoever dairy farmers' family had bigger landholding and more family income, young sons of their family are motivated, required or sometimes appealed by the senior members of the family to offer their assistance, contribution and interest to handle, supervise, monitor and maintain crop grown in a bigger size of land. Such a situation might be the reason for the above findings. The findings were similar with the findings of *Yadav & Naagar (2021)*.

Social and communicational factors : It can be clear that extension contact as a social and communicational factor was noticed positively significant with the essential knowledge to be successful dairy farmers of the dairy farmers' sons, while other social and communicational variables like type of family, social participation and farm media exposure were noticed non-significant with the essential knowledge to be successful dairy farmers of the dairy farmers' sons. It shows that the essential knowledge to be successful dairy farmers was noticed almost similar amongst the dairy farmers' sons with irrespective types of their family, social participation and farm mass media exposure. In other words, it can be said that association with the members of the family in a joint family, members of society and media did not exhibit their influence in improving the essential knowledge to be successful dairy farmers of the dairy farmers' sons. However, extension contact did show its impact in improving essential knowledge to be successful dairy farmers of the dairy farmers' sons.

The farmers of the Kheda and Anand districts have been giving very effective animal husbandry related extension and animal health services by many government and cooperative organizations like KVKs, AAU, AMU, and Farmers Training Center. Thus, it can be believed that the regular service provided by farmers' friendly various organizations might have made the younger members of dairy farmers knowledgeable to improve their workability to handle animal husbandry. The findings were similar with the findings of *Garai et al. (2020)*.

Psychological factors : It can be seen that amongst the psychological factors, achievement motivation, self-confidence, economic motivation and attitude towards

farming as demonstrated a positive and significant role, while scientific orientation did not have any role in inculcating essential knowledge of dairy farmers' sons to be successful dairy farmers. It is obvious that sons of the practising dairy farmers with a higher level of motivation due to achieve a higher position in living, high self-assurance to believe in own due to high self-confidence, more internal force to achieve higher economic status due to high economic motivation and favourable attitude towards farming due to the positivity to accept farming as a profession will always try to develop occupational development-oriented knowledge. The findings were similar with the findings of *Yadav & Naagar (2021)*.

Table 2. Factors Affecting Essential Knowledge of Dairy Farmers' Sons to be Successful Dairy Farmers (N= 200)

Factors	(r)
<i>Personal factors</i>	
Age	0.296**
Education	0.102
Marital Status	0.143*
Father's education	-0.012
Distance from district	0.091
<i>Economic factors</i>	
Landholding	0.205**
Herd size	0.065
Annual income	0.163*
Occupation	0.091
<i>Social and communicational factors</i>	
Type of family	0.127
Social participation	0.035
Farm media exposure	0.080
Extension contact	0.157*
<i>Psychological factors</i>	
Achievement motivation	0.218**
Self confidence	0.270**
Scientific orientation	0.092
Economic motivation	0.180*
Attitude towards farming	0.229**

* Significant at 0.05 level of probability

** Significant at 0.01 level of probability

CONCLUSION

The study concludes majority (67.50%) of the dairy farmers' sons had a very high level of essential knowledge to be successful dairy farmers. The study also concludes that basic necessary knowledge of the dairy farmers' sons as the new generation of dairy

farming to be successful dairy farmers was noticed positively significant with their characters viz. age, marital status, landholding, annual family income, extension contact, achievement motivation, self-confidence, economic motivation and attitude towards farming. It clearly indicates that the degree of the basic essential knowledge to be a successful dairy farmer of sons of the practising dairy farmers as a new generation

of the dairy farmers was noticed considerably superior amongst those, who were up to some extent elder in age, with married marital status, comparatively the bigger agricultural family landholding, improved annual family income, more liveliness with extension agencies and who had a higher level of inspiration to accomplish a bigger monetary gain in life and highly constructive towards agriculture as an occupation.

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