

## Attitude of Beneficiary Dairy Farmers towards District Poverty Initiative Project (DPIP)

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### ABSTRACT

*The present study was conducted in Rajsamand and Baran districts of Rajasthan. The investigation was done to assess the factors associated with attitude of the beneficiaries under District Poverty Initiative Project (DPIP). A scale was developed to measure the attitude of the beneficiary farmers towards District Poverty Initiative Project (DPIP) based on Likert, R. (1932) technique for the measurement of attitudes. The findings infer that the 83.33 percent of beneficiaries had more favourable attitude towards DPIP programme. The beneficiaries responded all the positive statements of the scale in favour and negative statements in disfavour. They strongly supported the positive statements like; "DPIP programme should be extended to all villages of the other districts", and "DPIP programme helps beneficiaries to develop links with dairy cooperative societies" Beneficiaries strongly disagreed with the negative statements like; "there is no need of DPIP programme as this is not helpful in reducing poverty", "Activities selected under the DPIP programme are not according to the needs of the beneficiaries"; respectively.*

**Key words:** Attitude; Beneficiary, farmers; District Poverty Initiative Project (DPIP)

**A**ttitude has been defined as the degree of positive or negative affects associated with the some psychological object (Edwards, 1969). In this study; it referred to the degree of positive or negative attitude of the respondents towards District Poverty Initiative Project (DPIP). A new poverty alleviation programme known as District Poverty Initiative Project (DPIP) has been launched from July 2002 in Rajasthan. This is a holistic programme covering all aspects of self-employment. DPIP particularly focuses the below poverty line (BPL) people. District Poverty Initiative Project was a World Bank sponsored scheme and the financing of the programme is shared between the World Bank, the state and beneficiaries in the ratio of 80:15:5. The main objectives of this programme were social and economic empowerment, capacity building of the beneficiaries and improving income level by providing access to various economic activities. Under this project, a "common interest group" was formed by the selected beneficiary dairy farmers. It is assumed that involvement and interest of the people in any programme is a key to its degree of success. If it is really beneficial to fulfill the objectives as decided in the blue print document of

the project to provide the employment and income, then definitely their attitude will be positive. Keeping in view of above, a scale for measuring the attitude of beneficiary farmers towards DPIP project was developed. Therefore, the selection of the activities should be such that it would afford the beneficiaries an opportunity to expand his assets and skills. The key activities are undertaken for implementation preferably from common interest groups (CIGs) so that the backward and forward link can be established effectively. The common interest groups (CIGs) were taken up for each activity separately. It is not necessary that each village should have only one key activity. The success of DPIP depends on the choice of activities. The key element is that the choice of activity should be based on the local resources, the aptitude as well as the skill of the people. Therefore, the present study was undertaken with following specific objective; Attitude of beneficiary farmers towards District Poverty Initiative Project (DPIP)

### METHODOLOGY

The study was conducted in two DPIP districts namely; Rajsamand and Baran of Rajasthan. A sum of

60 beneficiary farmers was selected as sample for the study from 12 dairy CIG villages of 6 blocks. A scale was developed to measure the attitude of the beneficiary farmers towards District Poverty Initiative Project (DPIP) based on Likert, R. (1932) technique for the measurement of attitudes. The scores of 3, 2 and 1 were assigned to the responses "Agree", "Undecided" and "Disagree", respectively. Whereas reverse scoring was done for negative statements. Attitude score for each statement was calculated by summation of respective weightage of the beneficiary farmers.

## RESULTS AND DISCUSSION

The data presented in Table 1 further reported that the overall mean score of the DPIP beneficiaries was 2.50 (83.33%). It could be interpreted from the above findings that all the beneficiaries had a positive attitude towards the District Poverty Initiative Project (DPIP) and they responded all the positive statement of the scale in favour and negative statements in disfavour (Table 1). i.e., most of the beneficiaries agreed with the

favourable and disagreed with the unfavourable of the statements of the scale. They strongly supported the positive statements like; "DPIP programme should be extended to all villages of the other districts", "DPIP programme helps beneficiaries to develop links with dairy cooperative societies", "DPIP is better than other dairy development programmes in the area" and "DPIP is a well thought project for the upliftment of the below poverty line farmers"; respectively. Beneficiaries strongly disagreed with the negative statements like; "there is no need of DPIP programme as this is not helpful in reducing poverty", "Activities selected under the DPIP programme are not according to the needs of the beneficiaries" and "All the family members can not be employed under DPIP"; respectively.

From the Table 2 it was found that the majority of beneficiaries (80.00% and 15.00%) had favourable to highly favourable attitude towards District Poverty Initiative Project (DPIP); respectively. There were 5.00 per cent beneficiaries had unfavourable attitude towards District Poverty Initiative Project (DPIP).

**Table 1: Attitude of beneficiaries towards District Poverty Initiative Project (DPIP)**

Attitude statements	A	U	D	MS
The DPIP is a well thought project for the upliftment of the below poverty line farmers	53	7	0	2.88
The project helps the beneficiaries to use their talent for self- employment	46	14	0	2.77
General farmers are also benefited by the DPIP programme	58	2	0	2.80
DPIP should be extended to all villages of the other districts	60	0	0	3.00
DPIP inculcates the decision making ability among the beneficiaries	44	10	6	2.63
Beneficiaries can easily get bank loans/credit in time for effective running of their business/enterprises	42	11	7	2.58
DPIP helps beneficiaries to develop links with dairy cooperative societies	60	0	0	3.00
DPIP provides sustainable livelihood security to beneficiaries	36	24	0	2.60
DPIP seeks feedback of the beneficiaries for improvement	48	7	5	2.72
DPIP is better than other dairy development programmes in the area	57	3	0	2.95
Beneficiaries of this project do not get remunerative prices for their products	25	29	6	1.68
Activities selected under the DPIP are not according to the needs of the beneficiaries	0	11	49	2.82
Due to inadequate provision of training in the project, it is difficult for the beneficiaries to manage dairy enterprise	8	23	29	2.35
There is no need of DPIP programme as this is not helpful in reducing poverty	0	0	60	3.00
There is lack of proper coordination between the project personnel and the beneficiaries	9	10	41	2.53
DPIP is useless effort due to its ineffective working pattern	6	23	31	2.42
The funds of the project are not properly used for the improvement in economic conditions of the beneficiaries	16	12	32	2.27
All the family members can not be employed under DPIP	60	0	0	1.00
DPIP does not check the movement of people from rural to urban areas for wage employment	44	16	0	1.57
Overall weighted mean score				2.50

A=Agree U=Undecided D=Disagree MS= Mean score

**Table 2: Distribution of beneficiaries according to their attitude towards District Poverty Initiative Project (DPIP)**

Attitude categories	Beneficiaries (n= 60)	
	No.	%
Unfavourable (< 44.30)	3	5.00
Favourable (44.30-50.10)	48	80.00
Highly Favourable (> 50.10)	9	15.00

The above finding are in line with the finding of Anand (2009), Anuj et al (2006), Kumar (2005) and Dhaka *et al.* (2003) who reported that overall attitude of the farmers towards dairy developmental programmes was favourable.

## CONCLUSION

District Poverty Initiative Project (DPIP) has changed the attitude of rural people particularly SC/STs

and it is because of increasing income and employment of more days in a year in dairy farming. The overall attitude of the farmers was favourable towards District Poverty Initiative Project (DPIP). These findings have clearly reflected the success of DPIP in the villages. Hence the DPIP programme should be extended to all villages of the state for development of overall socio-economic status of below poverty line (BPL) people. The possible reason for unfavourable attitude of 5.00 per cent beneficiaries might be lack of resources in study area where beneficiaries were not able to rear animal or faced problems in dairy farming activities due to lack of proper knowledge about improved dairying farming practices. Proper knowledge help should be provided to this target group so that there attitude can be changed from unfavourable to favourable.

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