

## COMMUNICATION BEHAVIOR OF TRIBAL DAIRY WOMEN IN ANIMAL HUSBANDRY

G. N. Thorat<sup>1</sup>, S. G. Vahora<sup>2</sup> and D. B. Ramjiyani<sup>3</sup>

1 Assistant Professor, Pashu Vigyan Kendra, AAU, Devgadha Baria - 389 380

2 Associate Professor, Pashu Vigyan Kendra, AAU, Devgadha Baria - 389 380

3 Research Associate, Devgadha Baria -389 380

Email:gunvantthorat@rediffmail.com

### ABSTRACT

*Dahod has a large tribal population having agriculture and animal husbandry as major source of livelihood. The cows and buffaloes are major milk producing animals in the district. Many research studies have indicated that responsibilities of animal husbandry are almost completely shouldered by women. The present study was conducted on communication behavior of tribal dairy women in animal husbandry in Dahod district of Gujarat state. Study revealed that less than three-fifth (57.00 per cent) of the tribal dairy women made their contact with relatives and 45.00 per cent of them made contact with progressive farmers., Majority of the TDW had medium level of extension contact and extension participation. 37.00 per cent of the tribal dairy women participated in Krushimela while 24.00 per cent of respondents had participated in training programme related the animal husbandry.*

**Keywords:** communication behavior, animal husbandry, tribal dairy women

### INTRODUCTION

Livestock sector is a prominent sector among agriculture and allied activities in India. It provides livelihood support to millions of small, marginal farmers and land less labors. Even after several years of planning, the picture in the area of quality of milk as well as productivity is not very encouraging. The animal owners are not aware about the importance of scientific animal husbandry practices and hence milk productivity is very low. In one hand, there are number of factors affecting the productivity as well as dairy development and another hand, the action of individual farmer is governed by social and economical as well as communicational i.e. extension factor.

Communication plays key role in development process. According Berlo (1960), the sole purpose of communication is to influence. People communicate to influence to effect with intent. He says that all communication behavior has its purpose, its goal, as production of response. Lass well (1948) described communication sequence as who says; what, to whom, when, in what manner, under what circumstances and with what effect. The dissemination of any improved technology depends on how best the information

regarding the particular technology is communicated. Today is the era of information explosion. Innumerable information is generated, synthesized and disseminated in each and every moment. Information technology has revolutionized the transfer of information through new ways, i.e., internet, e-mail etc. Information from any part of the world could be easily made available through information technology there by changing the world into global village. Therefore, farmers should be also equally privileged to get informed of farm related information without delay.

### OBJECTIVE

To know the communication behavior of tribal dairy women in animal husbandry

### METHODOLOGY

The present study was purposively conducted in Dahod district, which is operational area of Pashu Vigyan Kendra- Limkheda under the jurisdiction of Anand Agricultural University with ex-post facto research design. Five talukas viz. Devgadha Baria, Dahod, Limkheda, Garbada and Zalod were selected, from selected talukas two villages and from each village 10 tribal dairy women were selected

making the total sample of 100 respondents for the study. By personal interview method from all the 100 respondents, responses were recorded in the schedule. All the required statistical measures were used.

**RESULTS AND DISCUSSION**

Communication sources are conceptualized as the sources through which tribal dairy women (TDW) get information about improved method of animal husbandry. The study was focused mainly on two variables namely extension contact and participation in extension activities of communication behavior of tribal dairy women regarding the animal husbandry and dairy enterprise.

**Contact with Extension Agency**

Extension contact refers to the contact made by the respondents with extension agency or extension worker locally or outside the village.

**(a) Name of extension contact agency**

The study revealed that slightly less than three-fifth (57.00 per cent) of the tribal dairy women made their contact with relatives followed by progressive farmers (45.00 per cent), veterinary doctor (35.00 per cent) which was also reported by Patel et al. (2015). The probable reason might be that these sources are accessible easily by majority of the TDW also due to their poor economic condition and high illiteracy do not permit them to utilize other sources of information. The study also reported that 29.00 per cent of respondents used village level extension worker for gained information regarding the animal husbandry and dairy enterprise.

**(b) Frequency of contact with extension agency**

The data regards frequency of contact with extension agency, the study reported that 33.00 per cent of tribal dairy women had made contact two extension agency followed by three extension agency contacts (21.00 per cent) and one extension agency contact (20.00 per cent). 19.00 per cent of the respondents had no contact with extension agency while only 7.00 per cent of them had contact with more than three contact of extension agency.

**(c) Level of extension contact**

The result of the study reported in Table-1, revealed that slightly less than three-fourth (74.00 per cent) of the

tribal dairy women had medium extension contact, whereas 19.00 per cent and 7.00 per cent of the respondents had low and high extension contact, respectively. These findings are in line with the findings of Patel et al. (2015) and Vahora et al. (2015).

**Table 1: Distribution of the Respondents according to their extension contact**

n=100

Sr. No.	Particular	No.	Per cent
(a)	<b>Name of extension contact agency</b>		
1	Village Level Worker	29	29.00
2	Milk Co-op. Society	01	01.00
3	Progressive Farmers	45	45.00
4	Relatives	57	57.00
5	Krishi Vigyan Kendra	7	07.00
6	Veterinary Doctor	35	35.00
(b)	<b>Frequency of contact with Extension agency</b>		
1	No Contact	19	19.00
2	One Contact	21	21.00
3	Two Contact	33	33.00
4	Three Contact	20	20.00
5	above three Contact	07	7.00
(c)	<b>Level of Extension contact</b>		
1	Low level	19	19.00
2	Middle level	74	74.00
3	High level	07	07.00
	Total	100	100.00

Mean = 1.77

SD=1.23

**Extension Participation**

It refers to extent of participation made by the dairy farmers in extension activities like training programme, field days, field visit, demonstrations, cattle exhibition and krishimela locally and outside the village.

From the data regarding the participation in extension activities was found that 37.00 per cent of the tribal dairy women participated in Krushimela during the last two years, while 24.00 per cent of respondents had participated in training programme related the animal husbandry. The probable reason for these type of results was that the Government of Gujarat celebrates the '*Krishi Mahotsav programme* with main aim to boost up the Agriculture, Horticulture, Animal husbandry and allied production Since 2002, the state has embarked upon an intensive, integrated animal Health care drive, to bring about massive economic resurgence in its rural economy. In the same regards a collective animal healthcare camp known as '*Pashu Arogya*

Mela' is conducted every year post monsoon. At this camp, specialized animal health care services, breeding facilities and extension activities are offered to rural livestock owners at their doorstep. Soni et al. (2014) reported in his study that the detail information regarding Animal Husbandry practices should be given to farmers during *Krishi Mahotsav* programme same was reported by Patel and Patel (2014).

**Table 2: Distribution of the respondents according to their Participation in Extension activities**

n=100

Sr. No.	Name of the Extension Activity	No.	Per cent
1	Participated in any Animal Husbandry training	24	24.00
2	Demonstration was organized at farmers' field by any extension agency during last two years	01	1.00
3	Tribal Dairy women was visited any exhibitions during last two years.	15	15.00
4	Participated in Krushimela during last two years	37	37.00
5	Read farm information published in local news papers	02	02.00
6	Read any farm magazine	00	00.00
7	View any A.H. programme on Tele Vision	04	4.00
8	Listening A.H. Programme broadcasting on radio	01	1.00

It was also observed that 15.00 per cent tribal dairy women were was visited exhibitions during last two years followed by View any A.H. programme on Tele Vision (04.00 per cent ) and read farm information published in local news papers (0.2.00 per cent). Negligible percentage of Tribal dairy women participated in organizing the demonstration at their field as well as they were not read any farm magazine and not listened A.H. Programme broadcasting on radio. The finding is in conformity with those of Thakor and Waghmare (1992) and Patel (1995).

#### Level of Extension Participation

The data presented in Table 3, disclosed that more than fifty per cent (54.00 per cent) of the respondents had low level of extension participation while equal percentage (22. 00 per cent) of them had no participation and medium level of extension participation in extension activities. Only 2.00 per cent of the respondents had high level of extension participation. Same results was reported by Kavadi et al.

(2015).

**Table 3: Distribution of the Respondents according to their level of Extension Participation in**

n=100

Sr. No.	Category of Extension participation	No.	Per cent
1	No participation (0 score)	22	22.00
2	Low participation (up to 2 score)	54	54.00
3	Medium participation (3 to 4 score)	22	22.00
4	High participation (above 4 score)	02	02.00

#### CONCLUSION

It can be concluded from the study that majority of the respondents' contacted relatives and progressive farmers as well as two extension agency for gained information on animal husbandry. Further a study concluded that majority of the respondents had medium to low level of extension participation and extension contact. 37.00 per cent of the tribal dairy women participated in Krushimela, while 24.00 per cent of respondents had participated in training programme. Extension workers should concentrate to increase the level of knowledge, education and annual income for promotion of dairy technology. Subject matter specialists, veterinary doctors, extension officers should visit the village and guide them to solve the problem of the dairy farm women in accordance with resources availed with dairy.

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