

Effect of Mass Media on Dairy Farmers Regarding Adoption Behaviour of Animal Husbandry Practices

P.M.Bhatt¹ and P. P. Patel²

1 Director, Institute of Distance education, "Krushgi Gangotri" Borsad Chowkadi, AAU, Anand, Gujarat

2 Director of Extension Education, AAU, Anand

E-mail : pradip55aau@gmail.com

ABSTRACT

Dairying has been well recognized for its major share in economic development, but the performance in the area of milk production is not much encouraging as far as the bovine population of India's milch animals is concerned. The scientific management and high yielding breed have great potential for increasing the milk production. For raising the milk production sufficient knowledge, mass media exposure, positive attitude, and continuous adoption of the dairy innovations are necessary which finally elastic the socio-economic status of society. Hence, the study was conducted to know effect of different mass media on capacity building of dairy farmers of Anand District during the year 2005-06 in Anand district. Age was significant but negatively correlated while, education, social participation, occupation, annual income, extension contact, Cosmopolitaness, economic motivation, scientific orientation, planning orientation, production orientation, market orientation, management orientation, credit orientation, achievement motivation, extent of knowledge of improved practices of animal husbandry, and extent of adoption of improved practices of animal husbandry were found significantly and positively related with their extent of mass media exposure.

Keywords: Dairy farmers, animal husbandry practices, mass media exposure, correlation and personal profile

INTRODUCTION

Knowledge will be the power in the 21st century and it could be possible through use of print media like farm magazines, books, booklets, leaflets etc. for farmers. The widening reach of mass communication methods such as radio, television, videos and print media offer good prospects for its effective utilization in disseminating agricultural information (Farrington *et al.*, 1998). It reaches the majority in a time efficient and cost-effective way through in terms of effective utilization of the information assimilated from mass communication methods remains an item of debate. Mass communication is a process in which the message is magnified to such an extent the communicator or an expert reaches millions of people in a very short time. The pattern and involvement of users in any communication system give real picture regarding its usefulness. Hence the study was conducted to know effect of different mass media on capacity building dairy farmers of Anand District.

METHODOLOGY

The study was undertaken in five talukas of Anand district of Gujarat state, a total sample size of 200 respondents at random, constituted from 20 selected villages. To study the mass media exposure of the respondents, a scale adopted by Kamat V. (1992) was used with some modification. Score of two for regular participation (exposure), one for occasional participation and zero for non- participation, were assigned separately for news paper, radio broadcasts, farm literature, television programme and use of internet relating to animal husbandry practices. It has been measured with the score assigned to each statement. The total score has been calculated for each respondent by adding up the score of all statements. On the basis of mean (\bar{x}) and standard deviation (S.D.), the respondents were grouped into three categories for mass media exposure as under.

- (i) Low exposure to mass media $< (\bar{X} - S.D.)$
- (ii) Medium exposure to mass media between $(\bar{x} \pm S.D.)$
- (iii) High exposure to mass media $> (\bar{x} + S.D.)$

The statistical measures such as percentage, mean, standard deviation, and, co-efficient of correlation was done.

RESULTS AND DISCUSSION

Effect of mass media in capacity building of dairy farmers

Communication exposure helps people to gain general awareness as well as provides scientific and technical information and plays an important role to improve their socio-techno-economic standards. The information regarding mass media exposure was collected as the nature and frequency of respondent's involvement in different mass media such as newspaper, radio, television, krushiamela, film and use of internet facility. The respondents were classified in to three categories as shown in Table 1.

Table 1 : Distribution of the dairy farmers according to their extent of mass media exposure

n=200

Sr. No.	Level of mass media exposure	Number	Per cent
1	Low (< 26.56 score)	44	22.00
2	Medium(between 26.56 to 46.04 score)	116	58.00
3	High (> 46.04 score)	40	20.00

Mean (\bar{x}) = 36.30

SD =9.74

The data in table 1 indicates that nearly three-fifth (58.00 per cent) of the respondents were having medium level of mass media exposure, followed by slightly more than one-fifth (22.00 per cent) with low and one-fifth (20.00 per cent) had high level of mass media exposure. In general, it is observed that majority (80.00 per cent) of the dairy farmer possessed medium exposure to mass media. This might be due to their low to medium level of awareness regarding importance of various mass media in improving their knowledge. Because of this reason they might not have shown their expected interest in useful programmes broadcasted and telecasted on radio and television, respectively, as well as farm literature and newspaper published by different agencies.

The result in table-2 concluded that age was significant but negatively correlated while education, Social participation, occupation, annual income, extension contact, ,Cosmopoliteness, economic motivation, scientific orientation, planning orientation, production orientation, market orientation, management orientation, credit orientation, achievement motivation, extent of knowledge of improved practices of animal husbandry, and extent adoption

of improved practices of animal husbandry and their extent of mass media exposure of the dairy farmers were found significantly and positively related with their extent of mass media exposure.

Table-2 Relationship between various capacities of dairy farmers and their mass media exposure. n=200

Sr. No.	Independent Variables	Correlation Coefficient (r value)
I	Personal	
1	Age	-0.6461**
2	Education	0.6901**
II	Socio-economic	
3	Social participation	0.5938**
4	Family size	0.0622 NS
5	Landholding	0.1242 NS
6	Herd size	0.0631 NS
7	Occupation	0.6684**
8	Annual income	0.6753**
III	Communicational	
9	Extension contact	0.6410**
IV	Psychological variables	
10	Economic motivation	0.6392**
11	Cosmopoliteness	0.6197**
12	Scientific orientation	0.6270**
13	Planning orientation	0.5746**
14	Production orientation	0.5943**
15	Market orientation	0.5650**
16	Management orientation	0.6969**
17	Credit orientation	0.2480**
18	Competition orientation	0.0992 NS
19	Risk orientation	0.1021 NS
20	Achievement motivation	0.3556**
21	Extent of Knowledge regarding improved animal husbandry practices	0.7309**
22	Extent of adoption of improved animal husbandry practices	0.7066**

** Significant at 0.01 level of probability

NS- None significant

CONCLUSION

Nearly three-fifth (58.00 per cent) of the respondents were having medium level of mass media exposure. Age was significant but negatively correlated while other selected independent variables were highly positively significant with their extent of mass media exposure except Family size, Landholding, Herd size, Competition orientation and Risk orientation.

IMPLICATION

The study facilitates in knowing the characteristics of the dairy farmers, which will serve as guidance for the planner and extension agencies for planning and implementing programme related to the profitable dairy farming. Extension contact and social participation of the dairy farmers showed their significant influences. It is therefore, recommended that the dairy farmers who are not members of any useful organizations should be persuaded to get enrolled as an active member and village extension worker should visit regularly and frequently and motivates them. The Cosmopolitaness of the respondents also associated significantly to extent of mass media exposure of dairy farmers. It is, therefore, recommended to give better road, bus and transport facilities to the milk producers of all villages so that they can make contact to the progressive dairy farmers and extension personal other than their own society. The study also revealed that economic variables like number of occupations in which farmers involved, and annual income associated significantly to extent of mass media exposure. Efforts should be also made to supply inputs to cattle owners. This may help in contributing better socio-techno-economic change and ultimately enhancing dairy farming activities.

REFERENCES

- Chauhan, N.B., Patel, B. B., Patel, J.G. and Sharma, M. L. (1994). Factors affecting mass media exposure and attitude towards modern agricultural practices of small peasants. *Guj. J. Ext. Edu.*, 4 & 5:118-121
- Gour, A. K. (2002) Factors influencing adoption of some improved animal husbandry practices of dairying in Anand and Vadodara districts of Gujarat State. Ph.D. Thesis (Unpublished). G.A.U., S.K.Nagar.
- Kamat, V.V. (1992). Kheda Communication Project: An Evaluative Study. Unpublished Report, S.N.D.T., Womenson's University, Chuchgate.
- Kerlinger, F.N. (1976). Foundation of behavioural research, Surjee Publication, New Delhi : 198-204.
- Kadian, K.S. and Kumar, R. (1999). Factors associated with knowledge level of dairy farmers, *Maha. J. of Extn. Edn.*, 18: 33-37.
- Mishra, Prakash., Bardhan, D., Dabas Y. P. S. and Kumar, Avadesh. (2009). Factors influencing and impact of package of selected dairy husbandry technologies. *Indian J. of Dairy Sc.* 62(4): 316-326