

## Attitude, Knowledge and Adoption Level of Dairy Farm Women Towards Dairy Farming

R.N. Patel<sup>1</sup>, V.T. Patel<sup>2</sup> and M. R. Prajapati<sup>3</sup>

1 M.Sc. Student, Department of Extension Education, SDAU, S.K. Nagar - 385 506

2 Associate Professor, C. P. College of Agriculture, SDAU, S.K. Nagar - 385 506

3 Principal, C. P. College of Agriculture, SDAU, S.K. Nagar - 385 506

Email: rakeshext.edu@gmail.com

### ABSTRACT

*This current scenario of dairying in India calls for intensive efforts directed towards enhancing the milk production, productivity and the acceptance of recommended dairy farming practices at the household level. The present study was conducted in Banaskantha district of Gujarat state as it holds first position in milk production in the state. Dantiwada taluka was selected purposively because the RKVY project entitled "Sustainable Agriculture Development in SDAU Adopted Villages" has been implemented in 16 villages of Dantiwada taluka in Banaskantha District of Gujarat State to know the attitude knowledge, and adoption attitude level of dairy farm women toward dairy farming. Majority of the respondents possess medium level of knowledge and adoption of scientific dairy farming. Majority of dairy farm women possess moderately favourable attitude towards dairy farming.*

**Keywords :** Knowledge, Adoption, Attitude, Dairy farming

### INTRODUCTION

Knowledge is a pre-requisite to the proper utilization of improved dairy farming practices by the dairy farmers and farm women, and is ultimately linked with the increased economic returns from dairying. Rural women play a great role in decision making process of farm matter, perform many of the farm operations and undertake many responsibilities concerning care and management of farm animals. The entire management of livestock starting from cutting, collection, carrying and chaffing of fodder to feeding and milking, preparation of milk products, cleaning cattle shed, collection of urine and cow dung for manure pits, preparation of cow dung cakes and their storage are done by women. In many rural areas, dairying assumes a special significance as an effective instrument for economic and social upliftment of the weaker section. Thus, it occupies an important place in rural India. The new technology of dairy cattle rearing has a great potentiality and scope for improving the economic and social condition of the rural

people. Therefore research study entitled "Training need assessment in dairy farming among farm women of adopted villages under RKVY project" was under taken with following objectives.

### OBJECTIVES

- (i) To know the attitude of farm women toward dairy farming.
- (ii) To ascertain knowledge and adoption level of dairy farming practices among dairy farm women.

### METHODOLOGY

The RKVY project is an operation in 16 villages of Dantiwada block of Banaskantha district. All the villages were selected purposively. 140 Dairy farm women were selected randomly and proportionately. An interview schedule was prepared for data collection and respondents were interviewed personally.

## RESULTS AND DISCUSSION

### Attitude of dairy farm women towards dairy farming

**Table-1: Distribution of respondents according to their attitude** n=140

Sr. No.	Level of Attitude	No.	Per cent
1	Less favourable (below	13	0 9.28
2	Moderately favourable	117	83.58
3	Highly favourable	10	0 7.14

Mean: 46.22

SD: 5.37

It was evident from the above Table 1 that a great majority (83.58 per cent) of dairy farm women demonstrated moderately favourable attitude, towards dairy farming. The dairy farmers with less favourable attitude and highly favourable attitude were of the magnitude of 9.28 per cent and 7.14 per cent, respectively. It is interesting to note that more than 90 per cent of the respondent had moderately favourable to highly favourable attitude towards dairy farming and the average score was 46.22 per cent.

### Level of knowledge about dairy farming practices

**Table 2 : Distribution of respondents according to their knowledge** n=140

Sr. No.	Level of Knowledge	No.	Per cent
1	Low knowledge	24	17.14
2	Medium knowledge	94	67.14
3	High knowledge	22	15.72

Mean: 44.71

SD: 5.96

It is clear from the Table-2 that majority of the respondents (67.14 per cent) had medium level of knowledge regarding scientific dairy farming. The respondents with low and high level of knowledge were 17.14 per cent and 15.72 per cent respectively. The average knowledge score was 44.71.

### Level of adoption about dairy farming

**Table 3: Distribution of respondents according to their adoption** n=140

Sr. No	Level of Adoption	No.	Per cent
1	Low adoption	24	17.14
2	Medium adoption	87	62.14
3	High adoption	29	20.72

Mean: 33.5

SD: 5.16

The data depicted in Table 3 reveal that 62.14 per cent of dairy farm women had medium level of adoption. The respondents with high and low level of adoption were to the extent of 20.72 per cent and 17.14 per cent respectively. The mean adoption score was only 33.50.

## CONCLUSION

From the above study it can be concluded that dairy farm women have understood the importance of dairy farming as means of socio-economic upliftment. Further good literacy rate, extension participation, and returns from the dairy farming have also contributed in developing positive attitude. In Knowledge level clearly indicated that there is a need to motivate dairy farm women to become better acquainted with dairy farming practices in their own interest. First they should get familiarized with latest technology and its utility. Adoption of dairy farming practices by dairy farmers was of medium level, commensurate with medium level of knowledge and extension contact. There is scope for strengthening of animal husbandry extension, it is not so strong when we compare it with agricultural extension services in the state. These have resulted in medium knowledge and adoption of dairy farming practices by dairy farmers leading to such a poor adoption. This deserves special focus of the animal husbandry extension agencies and personnel as it is an important secondary occupation.

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