

Adoption of Clean Milk Production Practices by Dairy Farm Women

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ABSTRACT

Agriculture is the basis of village life in India. Sixty seven percent of the Indian population depends on it for their livelihood. However, in India, keeping milch animals has been never a separate occupation from agriculture. Thus, rural economy is closely tied up with milch animals. Livestock enterprise plays a crucial role in improving socio-economic conditions of dairy farm women. There are several aspects of dairy development but one of important aspects is clean milk production. Suitable measures to quantify the adoption of clean milk production practices will be used, but, the role of the characteristics cannot be ignored in the adoption process. In order to know the adoption level of clean milk production practices by dairy farm women was planned. The study was conducted in all the eight talukas of the Anand district of Gujarat state. Total 160 dairy farm women were approached personally by the investigator for the collection of relevant data. And discovery of the study revealed that more than two third (68.13 per cent) of the dairy farm women had medium level of adoption regarding clean milk production practices. And correlation analysis of independent variables revealed that education, experience in dairy farming, mass media exposure and risk orientation had positive and highly significant correlation and land holding, extension contact, scientific orientation and knowledge regarding clean milk production practices had positive and significant correlation with adoption of clean milk production practices of dairy farm women. Whereas age, size of family, social participation, herd size and annual income from dairy farming of the dairy farm women had non-significant correlation with adoption of clean milk production practices of dairy farm women.

Keywords: Adoption, Clean milk production, Dairy farm women

INTRODUCTION

India has been a predominantly an agrarian economy since time immemorial. The developmental efforts over the last few decades have been doubtlessly strengthened our industrial base. However, agriculture continues to be the mainstay of our economy even today. In India, keeping milch animals has been never a separate occupation from agriculture. Thus, rural economy is closely tied up with milch animals. Dairying plays a crucial role in the economy of our country. It helps in augmenting food supply, generating employment and raising nutritional level. It is a major source of income to the small and marginal farmers. The major advantage of dairy farming is its minimum land dependency and resource flexibility. India maintained its position as largest producers of milk, with achievement of around 104 million tons during 2007-08. Women are considered to be pioneers in all sorts of development, as they play a key role in shaping the character of young generation whom we call as the future of the nation.

Women contribute nearly equally along with men, in the economic development of our country. Even after several years of planning, the picture in the area of milk production is not very encouraging. There are number of factors affecting the milk production as well as dairy development. The efficient use of resources depends to a greater extent on how dairy farm women acquire and adopt new innovations in the sector of animal husbandry in effective manner to reach higher levels of economic performance through their adoption of milk production practices. Further, the resources are very much limited in India. Therefore, efficient use of resources depends to greater extent on how they acquire and adopt innovations in the sector of animal in effective manner to reach higher level of performance. For this, development of every dairy farm women is necessary. Raising adoption of clean milk production practices are of paramount importance for dairy farmwomen. This will open up new vistas and make possible for dairy farm women to achieve substantial gains in

income. Raising the clean milk production is the fundamental problem. This problem needs to be carefully tackled for long run resolution of under developed animal husbandry. So present study was conducted with the following specific objectives:

OBJECTIVES

- (i) To study the adoption of clean milk production practices by dairy farm women.
- (ii) To explore the relationship between profile of dairy farm women with their adoption of clean milk production practices.

METHODOLOGY

The present investigation was under taken in Anand district of Gujarat State. All the 8 talukas of the Anand district were covered under study by selecting two villages randomly from each taluka. From each selected village 10 dairy farm women were selected by simple random sampling technique. Thus, out of these selected 16 villages, 160 dairy farm women were selected as respondents for this study. The data were collected through pre-tested Gujarati interview schedule and the investigator contacted all the sampled respondents and collected the data personally. The data were gathered, processed and analyzed to draw the meaningful conclusion. The statistical tools used for the analysis of the data were percentage, mean, standard deviation and correlation coefficient.

RESULTS AND DISCUSSION

Adoption of clean milk production practices by dairy farm women

A perusal of Table 1 indicated that majority (68.13 per cent) of the dairy farm women had medium level of adoption regarding clean milk production practices, followed by 16.25 per cent and 15.62 per cent of the dairy farm women had low and high level of adoption of clean milk production practices.

Table 1: Dairy Farm Women According to their Extent of Adoption of Clean Milk Production Practices

n=160

Sr. No.	Level of adoption	No.	Per cent
1	Low (below 44.19 score)	26	16.25
2	Medium (between 44.19 to 65.42 score)	109	68.13
3	High (above 64.42 score)	25	15.62

From the forgoing discussion it can be concluded that great majority (83.75 per cent) of the dairy farm women had medium to high level of adoption regarding clean milk production practices. The result of the study was corroborated with the findings of Meena *et al.* (2004) and Rakshe *et al.* (1998).

Relationship between the characteristics of dairy farm women and adoption

Table 2: Relationship between profile of the dairy farm women and their extent of adoption of clean milk production practices n=160

Sr. No.	Independent Variables	Correlation Coefficient ('r' value)
X1	Age	0.0364NS
X2	Education	0.2266**
X3	Experience in dairy farming	0.2223**
X4	Size of family	-0.0697 NS
X5	Social participation	0.0979NS
X6	Land holding	0.2050*
X7	Herd size	0.1169NS
X8	Annual income from dairy farming	0.0076 NS
X9	Extension contact	0.1904*
X10	Mass media exposure	0.2872**
X11	Scientific orientation	0.2031*
X12	Risk orientation	0.2345**
X13	Knowledge level	0.1661*

*Significant at 0.05 level of significance

**Significant at 0.01 level of significance

NS – Non Significant

The data presented in Table 2 reveal that independent variables *viz.* education, experience in dairy farming, mass media exposure and risk orientation had positive and highly significant correlation and land holding, extension contact, scientific orientation and knowledge regarding clean milk production practices had positive and significant correlation with adoption of clean milk production practices of dairy farm women. Whereas age, size of family, social participation, herd size and annual income from dairy farming of the dairy farm women had non-significant correlation with adoption of clean milk production practices of dairy farm women.

The probable reason for positive and significant correlation with education, experience, land holding, extension contact, mass media exposure, scientific orientation, risk orientation and knowledge is might be due to more education facilities available in rural area in the Anand district and realization about the significance of education

for over all development of the life. High experience build the confidence for the adoption of new technology which leads the dairy farm women to take risk of improved dairy technology and it resulted in appreciable adoption of clean milk production practices. Higher land holding improve their economic condition and ultimately increase education and annual income. More interaction between extension personnel and dairy farm women pertaining to improved dairy farming technology, which could have cleared their doubts about improved technology and this helped improvement in adoption of clean milk production practices. Greater expose to the mass media had transmitted more improve technology including clean milk production practices and convinced them for the adoption of clean milk production practices. Scientific orientation opened the mental horizon which acted as a catalyst in changing behavior of the dairy farm women and higher levels of risk orientation would be much ahead of other in exploiting the potentiality of technology availed which enforced them to take decision to adopt improved practices. Knowledge directly encourage the dairy farm women for promotion and use of recent dairy technology leads them towards profit maximization and it resulted in to better extent of adoption of clean milk production practices.

CONCLUSION

It can be concluded from this study that great majority (83.75 per cent) of the dairy farm women had medium to high level of adoption regarding clean milk production practices and independent variable viz., education,

experience in dairy farming, mass media exposure and risk orientation had positive and highly significant correlation and land holding, extension contact, scientific orientation and knowledge regarding clean milk production practices had positive and significant correlation with adoption of clean milk production practices of dairy farm women. Based on the findings of the study, the dairy farm women's background factors that influence the adoption of clean milk production practices must be reckoned with in any programme of rural development. 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 farm women. Moreover, the practices which do not involve more cost and can be easily adopted though that is found not adopted in the study are to be advocated and emphasized during extension work.

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