Extent of Knowledge and Attitude of Dairy Farmers Towards AI in Milch Animals

G. K. Temkar[1] and N. B. Chauhan[2]

INTRODUCTION

The modern dairy farming is based on four pillars namely innovative breeding, appropriate feeding, excellent management and well supervised healthcare practices of cattle and buffaloes. Among many breeding practices, artificial insemination (AI) is a key practice of modern dairy farming.

The role of AI in improving productivity of farm animal is well known, but in India, even after 4-5 decades of the introduction of AI, it hardly covers about 10 per cent of breedable cattle population. (Ganeshkumar and Prabhakaran, 2000). It is universally accepted fact that improvement in adoption of any innovation can be brought through bringing positive change in the knowledge, skill and attitude of the innovators in terms of new innovations. Further there are certain factors that restrict individual adopters to adopt an innovation.

Considering the above facts it was thought worthwhile to study the level of knowledge and attitude of the dairy farmers towards artificial insemination and the factors that are responsible for that.

METHODOLOGY

The study was conducted in Anand district of Gujarat state. A random sample of 120 dairy farmers was selected from the twelve villages of Anand district.

The data were collected with the help of interview schedule. The scales developed by Jha and Singh (1970) and Koura and Singh (1968), were included in the interview schedule to measure the variables of knowledge and attitude respectively. The co-efficient of correlation (r) was used to find out the relationship of independent variables of dairy farmers with their knowledge regarding and attitude towards AI.

RESULTS AND DISCUSSION

LEVEL OF KNOWLEDGE AND ATTITUDE

The data in Table 1 indicate that majority (65.00 per cent) of the dairy farmers had medium to high level of knowledge regarding AI. The probable reasons for the above findings may be high rate of literacy, high level of mass media exposure and good extension contacts.

In case of attitude of the dairy farmers towards AI, the data in Table 1 shows that majority (76.67 per cent) of them had medium to high level of favorable attitude towards AI. This might be due to their medium to high level of knowledge of AI and advantages of AI experienced by them as compared to the natural service. The high rate of literacy, good extension contact and high level of mass media exposure might have also influenced the favorable attitude.

1   Ph.D. Student, Department of Extension Education, B.A. College of Agriculture, GAU., Anand
2   Associate Professor, Department of Extension Education, B.A. College of Agriculture, GAU., Anand

Table 1:   Distribution of respondents according to their level of knowledge and attitude towards Artificial insemination   N = 120

Sr. No.	Level	Knowledge regarding AI		Attitude towards AI	
		No.	Per cent	No.	Per cent
1.	Low	42	35.00	28	23.33
2.	Medium	31	25.84	58	48.34
3.	High	47	39.16	34	28.33
	TOTAL	**120**	**100.00**	**120**	**100.00**

RELATIONSHIP OF INDEPENDENT VARIABLES WITH KNOWLEDGE AND ATTITUDE

It could be inferred from the results in Table 2 that extent of knowledge regarding AI was found significantly correlated with education, mass media exposure, extension contact, herd size and psychological variables. However, it was found negatively but significantly correlated with age. It means younger dairy farmers seemed to be better in knowledge of AI as compared to the elderly farmers.

So far as attitude towards AI is concerned, it was found significantly correlated with education, mass media exposure, extension contact, economic motivation, risk orientation, scientific orientation and achievement motivation. However, it was found negatively but significantly correlated with age.

This revealed that dairy farmers who had positive orientation towards education; higher mass media exposure; extension contact and economic motivation; high risk orientation, achievement motivation

Table 2:   Relationship between independent variables of the dairy farmers and their level of knowledge and attitude towards AI

Sr. No.	Independent variables	Correlation coefficient (r)	
		Knowledge	Attitude
I.	**Personal**		
1.	Age	-0.79153*	-0.86465*
2.	Education	0.63024*	0.61098*
II.	**Social-Communicational**		
3.	Caste	-0.05825	0.01236
4.	Organizational participation	-0.07219	-0.05193
5.	Mass media exposure	0.46403*	0.44182*
6.	Extension contact	0.25576*	0.23065*
III.	**Economical**		
7.	Land holding	-0.08038	-0.14707
8.	Herd size	0.24167*	0.17407
IV.	**Psychological**		
9.	Economic motivation	0.55933*	0.55706*
10.	Risk orientation	0.56189*	0.58363*
11.	Scientific orientation	0.55169*	0.52136*
12.	Achievement motivation	0.54072*	0.51231*
13.	Attitude towards AI	0.78241*	-

* Significant at 0.05 per cent level of probability

and scientific orientation; had high level of knowledge and positive attitude towards AI. Probable reason for the significant role of some of the personal, social, communication and all psychological variables might be their high literacy rate, good mass media exposure and extension contact which made them more aware and compelled them to take livestock enterprise as profit making enterprise.

CONCLUSION

It is observed that majority of the dairy farmer's had medium to high level of knowledge and attitude towards artificial insemination. At the same time some of the personal, social communication and psychological variables contributed significantly to improve their level of knowledge and in changing their attitude positively towards AI.

It is therefore, recommended that extra efforts should be made by different agencies to change the psychology of the dairy farmers in positive direction by the improvement in their level of knowledge and a favorable attitude towards artificial insemination practices.

REFERENCE

Ganeshkumar, B. and Prabhakaran, R. 2000. Dairying in India (Thrust for 21st Century). Indian Economic Panorama, 9(4): 18-21.