

## RESEARCH NOTE

### **A Study on Awareness and Attitude of Milk Producers Towards Veterinary and Animal Husbandry Services Provided by AMUL**

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#### **INTRODUCTION**

A well known Anand pattern of milk co-operatives, popularly known as AMUL and its affiliated village level milk producers' Cooperative Societies have demonstrated their utility in the rural development and through these milk producers' cooperative societies, the cooperative milk producers' union provides numbers of veterinary and animal husbandry services to the members for raising the milk production. Actual experience shows and it gives the idea that some services, inspite of high utility value are not utilized by the milk producers. It therefore possess a question why all the facilities available at village level are not utilized by the milk producers ?

Attitude and awareness are pre-conditional factors for any action. Attitude and awareness of an individual play an important role in determining his behaviour with respect to a particular psychological object. Keeping this in view a study was conducted to know the awareness and attitude of milk producers towards veterinary and animal husbandry services provided by AMUL. The specific objectives are as under :

1. To know the level of awareness of the

milk producers about veterinary and animal husbandry services provided by AMUL.

2. To measure the attitude of the milk producers towards veterinary and animal husbandry services provided by AMUL.
3. To find out the relationship between socio-personal characteristics of the respondents and dependent variables.

#### **METHODOLOGY**

The study was conducted in Mahemdabad taluka of Kheda district. From Mahemdabad taluka, Modaj village was selected purposively. Out of 1986 members of milk cooperative society, 120 milk producers were selected randomly. Total 12 veterinary and animal husbandry services were provided by AMUL. For measuring the awareness level of the milk producers, the respondents were asked to reply awareness of service in term of yes or no. The score of '1' and '0' was assigned to yes and no replies respectively. Thus the summated score was obtained as total score for awareness level of individual respondent.

For measuring the attitude of milk producers, 18 attitude statements were

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**Table 1. Distribution of respondents according to their awareness about Veterinary and Animal Husbandry Services.**

(n=120)			
Sr.No.	Level of awareness	Number	Per cent
1	Less (upto 5 score)	57	47.50
2	Moderate (6 to 9 score)	41	34.17
3	High (10 and above score)	22	18.33
Total		120	100.00

developed by referring literature and consulting experts. To measure the attitude of individual respondent, five point scale was used. The scores assigned for the positive statement was 5, 4, 3, 2, and 1. The scoring for the negative statement was just the reverse. The data were collected by personal interview technique with the help of a structured schedule. Thus the data collected were tabulated analysed and interpreted in the light of objectives. The statistical measures used were percentage and correlation.

### RESULTS AND DISCUSSION

#### **Awareness about veterinary and Animal Husbandry Services provided by AMUL.**

It is quite clear from the data

presented in Table 1 that, 34.17 per cent and 47.50 per cent respondents were having moderate and less awareness respectively, whereas 18.33 per cent respondents had high awareness about veterinary and animal husbandry services provided by AMUL.

#### **Attitude towards Veterinary and Animal Husbandry Services provided by AMUL.**

It is evident from the Table 2 that, 53.33 per cent of the respondents were having favourable attitude followed by those (27.50 per cent) who had less favourable attitude. While 19.17 per cent respondents had highly favourable attitude towards veterinary and animal husbandry services provided by AMUL.

**Table 2. Distribution of respondents according to their level of attitude towards veterinary and animal husbandry services provided by AMUL.**

(n = 120)			
Sr.No.	Levels of attitude	Number	Per cent
1	Less favourable (upto 64 scores)	33	27.50
2	Favourable (65 to 77 scores)	64	53.33
3	Highly favourable (above 77 scores)	23	19.17
Total		120	100.00

**Table 3. Relationship between socio-personal characteristics and attitude towards veterinary and animal husbandry services.**

(n=120)

Sr. No.	Independent variables	Correction coefficients (r)
1	Caste	0.1277
2	Age	0.0790
3	Education	0.0640
4	Size of family	0.0026
5	Type of family	0.0826
6	Size of land holding	0.1337
7	Animal possess (herd size)	0.1190
8	Social participation	0.1324
9	Extension participation	0.2738*
10	Veterinary and animal husbandry services used	0.0075

**Relationship between socio-personal characteristics and attitude towards veterinary and animal husbandry services provided by AMUL.**

The data presented in Table 3 reveal that, among ten socio- personal characteristics of milk producers only extension participation had significant correlation with attitude. The remaining nine characteristics namely caste, age, education, size of family, types of family, size of holding and animal husbandry services used could not exhibit significant relationship with attitude towards veterinary and animal husbandry services provided by AMUL.

**Relationship between socio-personal characteristics and Awareness about Veterinary and Animal Husbandry Services.**

It is evident from Table 4 that, independent variables caste, education, veteri-

nary and animal husbandry services used were found positively and significantly related with awareness, while age was found negative and significantly related with awareness about veterinary and animal husbandry services. The remaining variables viz. type of family, size of family, size of land holding; herd size, social participation and extension participation were not found related.

It clearly indicate that caste, age, education and veterinary and animal husbandry services used have a great bearing on awareness of veterinary and animal husbandry services provided by AMUL.

**CONCLUSION**

It can be concluded from the above study that independent variables caste, age, education, veterinary and animal husbandry services used have a great bearing on awareness about services provided by

**Table 4. Relationship between socio-personal characteristics and awareness about Veterinary and Animal Husbandry Services.**

(n=120)

Sr. No.	Independent variables	Correction coefficients (r)
1	Caste	0.2674*
2	Age	0.4188*
3	Education	0.3948*
4	Size of family	0.0149
5	Type of family	0.1559
6	Size of land holding	0.1779
7	Animal possess (herd size)	0.1438
8	Social participation	0.0790
9	Extension participation	0.0718
10	Veterinary and animal husbandry services used	0.4479*

\* Significant at 5% level of probability.

AMUL. The extension participation of milk producers showed positive and significant relationship with attitude towards services provided by AMUL. Hence milk cooperative societies should organised more and

more extension activities for the members of the society which helps to build-up highly favourable attitude of members towards veterinary and animal husbandry services provided by AMUL.