

## PERSONAL, SOCIO-ECONOMIC AND PSYCHOLOGICAL CHARACTERISTICS OF CROSSBRED CATTLE OWNERS OF SURAT DISTRICT IN SOUTH GUJARAT

A.M. Dabhi<sup>1</sup>, Durgga Rani V. <sup>2</sup> and R.S.Ghasura<sup>3</sup>

1 P.G.Scholar , 2 & 3 Assistant Professor  
Department of Veterinary & Animal Husbandry Extension  
Vanbandhu College of Veterinary Science & A. H.  
Navsari Agricultural University, Navsari – 396450  
E-mail: anildabhi0@gmail.com

### ABSTRACT

*A study was conducted to know the personal, socioeconomic and psychological characteristics of crossbred cattle owners of Surat district in south Gujarat. A sample of 120 respondents was selected for the study. The findings of the study revealed that majority of the respondents belonged to middle age group and were educated up to primary level. In the study area, most of the crossbred cattle owners were engaged in animal husbandry and agriculture as their main occupation and had medium dairy farming experience. More than half of the crossbred Cattle owners were untrained and belonged to medium annual income category. Majority of the crossbred cattle owners owned medium sized herd. Majority of the respondents had medium level of extension contact, organisational participation, mass media exposure, risk orientation, innovation proneness, economic motivation and market orientation.*

**Keywords :** crossbred cattle owners, surat district, personal characteristics

### INTRODUCTION

Rearing dairy animals besides agriculture is routine activity of farming community in India and a large number of farmers depend on dairy farming for their livelihood. Average contribution of livestock towards Gross State Domestic Products (GSDP) of Gujarat is nearly about 5.0 per cent of total GSDP. This shows that livestock plays an important and valuable role in the economic growth and development of the state. It provides livelihood support to the millions of poor household, not only in employment and income generation but also as a major source of nutritive food rich in animal protein, manures, fuel and as a wealth. It becomes the best insurance for farmers against vagaries of nature like drought and other natural calamities.

A clear understanding of the personal, socioeconomic and psychological characteristics of the crossbred cattle owners is of paramount importance in designing need based training programmes and farmer centered extension programmes to improve their knowledge and skill in dairy farm management. Considering these facts, the present study was conducted with the specific objectives of knowing the personal, socio-economic and psychological characteristics of crossbred cattle owners of surat district in south Gujarat.

### OBJECTIVE

To know the personal, socio-economic and

psychological characteristics of crossbred cattle owners of surat district in south Gujarat

### METHODOLOGY

The present study was conducted in Surat district of south Gujarat. Among 9 talukas of Surat district 2 talukas namely, Mahuva and Mandvi were randomly selected for the study. From each selected talukas 6 villages were randomly selected. Hence a total of 12 villages were covered under this study. From each selected village 10 crossbred cattle owners were randomly selected to form a total of 120 crossbred cattle owners. Each selected respondent was personally contacted and interviewed with the help of a well structured pretested interview schedule incorporating all the items pertaining to the specific objectives of the study. The information collected through interview was analysed with the help of suitable statistical tools to derive the results.

### RESULTS AND DISCUSSION

The data in Table 1 reveals the personal, socioeconomic and psychological characteristics of crossbred cattle owners.

#### Age

From the data in Table 1, it could be observed that majority of the crossbred cattle owners (74.16 per cent)

## Extension Strategies for Doubling the Farmers' Income for Livelyhood Security

belonged to middle age group followed by young (13.33 per cent) and old (12.50 per cent) age group similar findings were reported by Ashwar *et al.* (2011), Rathod *et al.* (2012) and Lohakare *et al.* (2013) who observed that majority of the crossbred cattle owners were middle aged.

### Education

In general, less than one farmers of the crossbred cattle owners (24.16) were educated up to primary level of education. It is obvious from the above finding that the crossbred cattle owners have understood the significance of education as a means to improve their overall living standard.

Similar findings were reported by Sarap *et al.* (2012) and Reshma *et al.* (2014).

### Occupation

Majority (66.66 per cent) of the crossbred cattle owners were engaged in animal husbandry and agriculture as their main occupation. The probable reason for this finding might be that they have inherited agriculture land and were continuing agriculture along with animal husbandry. This finding is in concurrence with the finding reported by Sarap *et al.* (2012) Savaliya *et al.* (2016) and Vekariya *et al.* (2016).

**Table 1: Personal, socio economic and psychological characteristics of crossbred cattle owners**

**n=120**

Sr. No.	Personal, socio economic and psychological characteristics of crossbred cattle owners	Frequency	Percent
1	<b>Age</b>		
	Young ( $\leq 30$ years)	16	13.33
	Middle aged (31–50 Years)	89	74.16
	Old ( $> 50$ Years)	15	12.50
2	<b>Education</b>		
	Illiterate	21	17.50
	Can read and write	22	18.33
	Up to primary education	29	24.16
	Up to secondary education	15	12.50
	Up to higher secondary education	19	15.83
	Above higher secondary education	14	11.66
3	<b>Occupation</b>		
	Animal Husbandry	12	10.00
	Animal Husbandry +Agriculture	80	66.66
	Animal Husbandry +Agriculture ++ Service	17	14.16
	Animal Husbandry +Agriculture ++ Business	11	09.16
4	<b>Dairy farming experience</b>		
	Low (Up to 5 years)	21	17.50
	Medium (From 6 to14 years)	80	66.66
	High (Above 14 years)	19	15.83
5	<b>Training exposure</b>		
	Trained	50	41.66
	Untrained	70	58.33
6	<b>Herd size</b>		
	Small: Below (Mean - S.D.)	17	14.16
	Medium: In between (Mean $\pm$ S.D.)	84	70.00
	Large: Above (Mean + S.D.)	19	15.83
	Mean		15.35
	S.D.		03.91

<b>Sr. No.</b>	<b>Personal, socio economic and psychological characteristics of crossbred cattle owners</b>	<b>Frequency</b>	<b>Percent</b>
<b>7</b>	<b>Extension contact</b>		
	Low: Below (Mean - S.D.)	34	28.33
	Medium: In between (Mean $\pm$ S.D.)	64	53.33
	High: Above (Mean + S.D.)	22	18.33
	Mean	08.42	
S.D.	01.24		
<b>8</b>	<b>Organisational participation</b>		
<b>A</b>	<b>Member or office bearer of any organization</b>		
	Member in any organization	78	65
	Office bearer in any organization	24	35
<b>B</b>	<b>Extent of organisational participation</b>		
	Low: Below (Mean - S.D.)	23	19.16
	Medium: In between (Mean $\pm$ S.D.)	80	66.66
	High: Above (Mean + S.D.)	17	14.14
	Mean	03.60	
S.D.	01.34		
<b>9</b>	<b>Annual income from dairy farming</b>		
	Low income: Below (Mean - S.D.)	26	21.66
	Medium income: In between (Mean $\pm$ S.D.)	73	60.83
	High income: Above (Mean + S.D.)	21	17.50
	Mean	1,87,167	
S.D.	33922.38629		
<b>10</b>	<b>Mass media exposure</b>		
	Low: Below (Mean - S.D.)	24	20.00
	Medium: In between (Mean $\pm$ S.D.)	85	70.83
	High: Above (Mean + S.D.)	11	09.16
	Mean	03.18	
S.D.	00.87		
<b>11</b>	<b>Risk orientation</b>		
	Low: Below (Mean - S.D.)	30	25.00
	Medium: In between (Mean $\pm$ S.D.)	81	67.50
	High: Above (Mean + S.D.)	9	07.50
	Mean	05.53	
S.D.	01.30		
<b>12</b>	<b>Innovation proneness</b>		
	Low: Below (Mean - S.D.)	37	30.83
	Medium: In between (Mean $\pm$ S.D.)	73	60.83
	High: Above (Mean + S.D.)	10	08.33
	Mean	03.99	
S.D.	01.47		

Sr. No.	Personal, socio economic and psychological characteristics of crossbred cattle owners	Frequency	Percent
13	<b>Economic motivation</b>		
	Low: Below (Mean - S.D.)	21	17.50
	Medium: In between (Mean ± S.D.)	89	74.16
	High: Above (Mean + S.D.)	10	08.33
	Mean	08.40	
	S.D.	01.07	
14	<b>Marketing orientation</b>		
	Low: Below (Mean - S.D.)	27	22.50
	Medium: In between (Mean ± S.D.)	73	60.83
	High: Above (Mean + S.D.)	20	16.66
	Mean	10.41	
	S.D.	01.36	

**Dairy farming experience**

Most of the crossbred cattle owners (66.66 per cent) had medium level of experience in dairy farming. Since the crossbred cattle owners were mostly middle aged and were engaged in animal husbandry and agriculture. it was quite natural for them to have 6 to 14 years of experience in dairy farming. This observation is in agreement with the findings reported by Ashwar *et al.* (2011) and Rathod *et al.* (2012).

**Training exposure**

The data presented in Table 1 revealed that majority (58.33 per cent) of the respondents was untrained while 41.66 per cent of the respondents were trained. Data indicate that large majority of the respondents were untrained. The reasons for not attending trainings as reported by the respondents themselves were lack of time, lack of information about training programmers and distant location of training centers. Similar findings were reported by Marbaniang *et al.* (2013).

**Herd size**

Most of the crossbred cattle owners in study are belonged to medium income category and possessed resources only to sustain medium sized herd, which might be the reason why majority of the crossbred cattle owners owned medium sized herd. This finding is in contradiction to those of Sabapara *et al.* (2014), and Vekariya *et al.* (2016) who reported that majority of the farmers had small sized herd.

**Extension contact**

The findings in table 1 revealed that more than half of the crossbred cattle owners (53.33 per cent) had medium extension contact, followed by low (28.33 per cent) and high (18.33 per cent) extension contact. Similar findings were reported by Ashwar *et al.* (2011) and Savaliya *et al.* (2016)

**Organisational participation**

The data in Table 1 revealed that majority (65.00 per cent) of the respondents were members and remaining 35.00 per cent were office bearers in any organisation. it was also observed that majority (66.66 per cent) of the crossbred cattle owners belonged to medium organisational participation category followed by low (19.16 per cent) and high (14.14 per cent) organisational participation categories. Lack of time and limited number of organisations associated with dairy farming might have restricted the organisational participation of the respondents. This might be the reason behind the result obtained i.e. medium organisational participation of crossbred cattle owners. The finding reported by Sarita *et al.* (2016) was in conformity with this observation.

**Annual income from dairy farming**

It can be observed from Table 1 that 60.83 per cent of the crossbred cattle owners belonged to medium annual income category followed by 21.66 and 17.50 per cent to low and high annual income categories, respectively. The reasons behind this finding might be because maximum number of crossbred cattle owners in the study area owned medium sized herd. Similar findings were reported by Rathod *et al.* (2012) and Vekariya *et al.* (2016).

**Mass media exposure**

The data presented in Table 1 indicates that majority (70.83 per cent) of the crossbred cattle owners had medium level of mass media exposure followed by 20.00 per cent with low and 09.16 per cent with high level of mass media exposure. This might be because minimum number of programmers related to dairy farming were telecast in television and broadcast in radio moreover there was very less number of farmers who subscribed farm magazine which

contained information related to dairy farming. This finding is in line with those reported by Sapapara *et al.* (2016)

### Risk orientation

The data in Table 1 revealed that 67.50 per cent of the respondents had medium level of risk orientation and remaining 25.00 and 07.50 per cent had low and high level of risk orientation, respectively. In general, majority of the crossbred cattle owners (67.50 per cent) showed medium level of risk orientation. Medium innovativeness, herd size and annual income might have prevented the respondents from taking decisions that are perceived as risky by them related to dairy farming practices. Similar findings were reported by Gamit *et al.* (2015) and Savaliya *et al.* (2016).

### Innovation proneness

It could be understood from Table 1 that majority of the crossbred cattle owners (60.83 per cent) belonged to medium followed by low (30.83 per cent) and high (08.33 per cent) level of innovation proneness. This finding might be because the respondents were getting some rewards from prevailing crossbred cattle rearing practices and therefore they had only medium inclination to adopt new technology and practices for further improvement of crossbred cattle farms. This finding is in accordance with that of Gamit *et al.* (2015) who reported that majority of the crossbred cattle owners had medium level of innovation proneness.

### Economic motivation

The data in Table 1 revealed that economic motivation was medium in 74.16 per cent of the respondents, while 17.50 and 08.33 per cent belonged to low and high economic motivation categories respectively. It indicates that majority of the crossbred cattle owners had medium level of economic motivation. The probable reason might be that the fluctuation in the price of dairy products and high cost of dairy inputs might have made the farmers more cautious in taking decisions related to investments in dairy farming so that they could earn more by investing less. Similar findings were reported by Ashwar *et al.* (2011) and Sarita *et al.* (2016).

### Marketing orientation

The data in Table 2 revealed that 60.83 per cent of the respondents had medium level of market orientation, followed by 22.50 per cent with low and 16.66 per cent with high level of market orientation. This finding is in line with those reported by Rathod *et al.* (2012).

## CONCLUSION

Majority of the crossbred cattle owners of surat district in south Gujarat belonged to middle age group and were educated up to primary level. In the study area, most of the crossbred cattle owners were engaged in animal husbandry and agriculture as their main occupation and had medium dairy farming experience. More than half of the crossbred cattle owners were untrained and belonged to medium annual income category. Majority of the crossbred cattle owned medium sized herd, had medium level of extension contact, organisational participation, mass media exposure, risk orientation, innovation proneness, economic motivation and market orientation.

## REFERENCES

- Ashwar, B. K., Ninan, J. and Soni, M. C. (2011). Characteristics of dairy farmers of north Gujarat. *Indian Journal of Field Veterinarians*, 7(2): 57-62.
- Gamit, M. P., Durgga, R. V., Bhabhor, I. N., Tyagi, K. K. and Rathod, A. D. (2015) Entrepreneurial behaviour of dairy farmers in Surat district of South Gujarat. *International Journal of Advanced Multidisciplinary Research*, 2(8): 50-56.
- Lohakare, A. C., Gawande, S. H., Khandait, V. N. and Basunathe, V. K. (2013). Socio-economic psychological characteristics of the cattle owners and their relationship with adoption of animal husbandry practices in Vidarbha region of Maharashtra. *International Journal of Agricultural Science and Research*, 4(3): 359-362.
- Marbaniang, E. K., Manjunath, L., Angadi, J.G., and Banakar, B. (2013) Demographic characteristics of Tibetan rehabilitants and their livelihood activities. *Karnataka Journal of Agriculture Science*, 26(2): 247-250.
- Patel, R.R., Patel, P.K. and Patel, R.M. (2016) Personal and Socio-Economic Characteristics of Farmers of Sabarkantha District. *Guj. J. Ext. Edu.* 27(2):151-153
- Rathod, P., Nikam, T. R., Landge, S. And Hatey, A. (2012). Entrepreneurial behaviour of dairy farmers in western Maharashtra, India. *International Journal of Economic and Business Management*, 5(2), 115-121.
- Reshma, A. B., Natikar, K., Biradar, N., Mundinamani, S. M., and Havaladar, Y. N. (2014). Entrepreneurial characteristics and decision making behaviour of farm women in livestock production activities. *Karnataka Journal of Agriculture. Science*, 27(2): 173-176.

## *Extension Strategies for Doubling the Farmers' Income for Livelyhood Security*

- Sabapara, G. P., Fulsoundar, A. B., and Kharadi, V. B. (2014). Personal, socio-economic characteristics of dairy animal owners and their relationship with knowledge of dairy husbandry practices in Surat district of Gujarat. *Journal of Animal Research*, 4(2): 175-186.
- Sabapara, G.P., Fulsoundar, A. B., and Kharadi, V. B. (2016) Profile of dairy farmers and relationship with adoption of improved dairy husbandry practices in southern Gujarat, India. *Livestock Research International*, 4(1): 36-40.
- Sarap, K.W., Chavan, S. D., Shelke, R. R., Pawar, R. V. and Janorkar, H. P. (2012). Animal husbandry practices followed by cattle owners in Karanja Tehsil of Washim district, *Research Journal of Animal Husbandry & Dairy Science*, 3(1): 5-12.
- Sarita, Singh, S, P., Malik, A., Sharma, M. and Ahuja, R. (2016). Socio-economic and psychological characteristics of dairy farmers of Hisar district. *International Journal of Science, Environment and Technology*, 5(5): 3466 – 3472.
- Savaliya B. A., Kanani, P. R., Savsani, H. H., Javia, B. B., Vekariya, S. J. and Kotadiya, C. R. (2016). Study on socio-economic profile of cattle owners of Junagadh District. *International Journal of Agriculture Sciences*, 8(26): 543-1545.
- Vekariya, S. J., Kumar, R., Savsani, H. H., Kotadiya, C. R., Chaudhary, G. M., and Chatrabhuji, B. B. (2016). Socio-economic profile of maldhari dairy farmers of south saurashtra region. *Current Agriculture Research Journal*, 4(2): 186-190.