

## ATTITUDINAL IMPACT OF DAIRY FARMERS OF MIDDLE GUJARAT TOWARDS DAIRY ENTERPRISE

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### ABSTRACT

*The study was conducted in Anand and Kheda districts of middle Gujarat during 2017-18 to measure the attitude level of dairy farmers towards dairy enterprise of Anand and Kheda districts of middle Gujarat. Four talukas from each district, five villages from each taluka and five dairy farmers from each village were randomly selected, thus covering 20 villages and a total of 100 respondents. The data were collected by personal contact. The study concluded that most of the dairy farmers (62.00 %) possessed positive attitude followed by highly positive (19.00 %), whereas, 12.00% of dairy farmers possessed neutral attitude and negative (7.00 %) attitude.*

**Keywords:** impact, attitude, dairy enterprise

### INTRODUCTION

Dairy sectors are critical for the rural economy, especially the small and marginal farmers. They not only contribute to such poor farmers' income, but also act as their best insurance against any natural calamity. Dairy production is considered to be an important tool for self employment and socio economic transformation of rural folk, especially for small farmers, landless labours, and educated unemployed. There are only two possibilities. One, the imports will fill in the rising demand and likely production gaps. Two, the productivity of dairy animals will have to be improved to meet the growing demand. And to improve upon the productivity, the farmers will have to make choices in favour of scientific farming practices given their ability to achieve high resource efficiency. Further, such productivity gains will help in improving farmers' income from dairy animals. Therefore it is expected that with the adoption of dairy as an enterprise, people will be able to achieve better level of production leading to higher income. Keeping this in view study was conducted with the objective.

### OBJECTIVE

To measure the attitude level of farmers towards dairy enterprise

### METHODOLOGY

The study was conducted on a random sample of 100 dairy farmers from Anand and Kheda districts and the

data were collected by personal contacts. The collected data were classified, tabulated and analyzed in order to make the finding meaningful. The statistical measures, such as percentage, frequency and standard deviation were used to analysis data.

### RESULTS & DISCUSSION

The result shown in Table 1 indicated that the concept of dairy enterprise has been positively or highly positively felt or considered as even if don't get government aid no problem in adopting dairy farming (93.00 per cent), to adopt dairy farming because it requires high investment. (51.00 per cent), Emergency financial need can be met from selling milch animals (54.00 per cent), One should not start dairy farm as it causes the problem of harmful insects (70.00 per cent), Dairy farming provides steady income as it is an all season business (73.00 per cent), One should not start dairy farm as emerging infectious diseases can cause high economic loss(66.00 per cent), adopting dairy enterprise as it also gives by-products for organic farming (75.00 per cent), starting a dairy enterprise is not an easy task(63.00 per cent),prefer to be part of dairy enterprise than any other enterprise(61.00 per cent), dairy enterprise is an unprofitable business(64.00), dairy farming can be a source of steady income for low investors(87.00) and High cost of medical services discourages me from venturing in to dairy enterprise (65.00).

**Table 1 : Distribution of dairy farmers according to their attitude towards dairy enterprise**

n= 100

Sr. No.	Statements	Member farmers with responses in percent				
		SA	A	UD	DA	SDA
1	Even if I don't get government aid I have no problem in adopting dairy farming (+)	57	36	04	01	02
2	I dislike advising anybody to adopt dairy farming because it requires high investment (-)	04	15	30	14	37
3	Emergency financial need can be met from selling milch animals (+)	26	28	15	06	25
4	One should not start dairy farm as it causes the problem of harmful insects (-)	09	12	09	33	37
5	Dairy farming provides steady income as it is an all season business (+)	58	15	16	10	01
6	One should not start dairy farm as emerging infectious diseases can cause high economic loss (-)	05	14	15	30	36
7	I like adopting dairy enterprise as it also gives by-products for organic farming (+)	42	33	17	10	00
8	In my opinion starting a dairy enterprise is not an easy task (-)	04	14	19	29	34
9	I prefer to be part of dairy enterprise than any other enterprise (+)	45	16	26	08	05
10	I feel that dairy enterprise is an unprofitable business (-)	11	11	14	26	38
11	I feel that dairy farming can be a source of steady income for low investors (+)	63	24	09	04	00
12	High cost of medical services discourages me from venturing in to dairy enterprise (-)	38	27	11	18	06

The result seen in Table 2 indicated that majority (81.00 per cent) of the dairy farmers had positive to highly positive overall attitude towards dairy enterprise, while 12.00 per cent of them were with neutral attitude and 7.00 per cent of them with negative overall attitude towards dairy enterprise.

**Table 2: Distribution of dairy farmers according to their overall attitude towards dairy enterprise**

n=100

Sr. No.	Category with Score	Frequency	Percent
1	Highly Negative (Up to 12)	00	00.00
2	Negative (13 to 24)	07	07.00
3	Neutral (25 to 36)	12	12.00
4	Positive (37 to 48)	62	62.00
5	Highly Positive (above 48)	19	19.00

The result concluded that majority of the dairy farmers had positive to highly positive feelings towards dairy enterprises an important enterprise for getting economic advantages.

**CONCLUSION**

It can be concluded that majority of dairy farmers had overall positive to highly positive attitude towards dairy

enterprise. The result discloses that majority of the dairy farmers had positive to highly positive feelings towards dairy enterprises an important enterprise for getting economic advantages

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