



ADOPTION LEVEL OF BENEFICIARY OF DAIRY FARMERS OF SURENDRANAGAR DISTRICT ABOUT RECOMMENDATIONS OF STATE AGRICULTURAL UNIVERSITY (SAUS) PERTAINING TO LOCATION SPECIFIC AND IMPROVED ANIMAL HUSBANDRY PRACTICES

TAJPARA M.M., BHORNIYA M.F., CHANDAWAT M.S. AND BOCHALYA B.C.

Krishi Vigyan Kendra, Junagadh Agricultural University, Surendranagar, Gujarat, 363520

*Corresponding Author: Email- jat_bcb@gmail.com, drchandawat@rediffmail.com

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Abstract- The Dairy farming is means of subsistence for millions of dairy farmers in country and is supplementary occupation along with agriculture. Majority of dairy farmers who are engaged in dairying, who keep dairy animals, do not practicing modern dairy management practises and are unaware about recommendation pertaining to location specific and improved animal husbandry practices recommended by SAUs. Most of the dairy farmers do not adopt improved dairy practices to its fullest potential even if they possessed required knowledge. Government spent lot of money behind imparting training to ensure optimum adoption of location specific and recommended practices to tap highest production and productivity per unit with less expenditure. Still it seems to be distant away from achievement.

Scientist of Krishi Vigyan Kendra, Junagadh Agricultural University, Surendranagar are also making every efforts for increasing knowledge as well as adoption level of dairy farmers in their operational area of intensive working by imparting vocational training programmes, through implementing Front Line Demonstration (FLDs) and on Farm Testing (OFT), advisory services etc to dairy farmers and try their best to ensure no stone remain unturned for disseminating knowledge among dairy farmers. But still there is gap between desired level of adoption and actual adoption level of dairy farmers regarding SAU recommendations pertaining to location specific and improved animal husbandry practices.

Looking into this, the present study was taken up among 225 beneficiary dairy farmers of operational area of KVK from Chotila, Sayala and Limbadi taluka of Surendranagar district of Saurashtra region of Gujarat with the specific objectives to study the adoption level of dairy farmers about SAUs recommendation pertaining to location specific and improved animal husbandry practices.

Most of dairy farmers had high level of adoption of SAUs recommendation pertaining to animal breeding management practices. Adoption of animal health management practices was also near to high. In case of live stock management practices and animal nutrition, partial adoption level was found. Whereas low adoption level was found regarding fodder production management practices.

Keywords- Adoption, Recommendation, Improved animal husbandry practices and dairy farming.

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Introduction

India is predominantly an agrarian society where animal husbandry forms the backbone of national economy. Dairying provides millions of small marginal farmers and land less labours means of their subsistence. Milch animals are reared mainly through the utilization of crop residues; the milk production is essentially a subsidiary activity in agriculture. The planner recognized dairying, because of the potential impact it can make, as an instrument to bring about socio-economic transformation in the rural sector [3].

Dairy farming is means of subsistence for millions of dairy farmers in country. It provides livelihood support to millions of small marginal farmers and land less labours. The dairy sector today provides approximately 70.0 million families the triple benefits of nutritious food, supplementary income and productive employment. Gujarat have 13141 dairy cooperatives society having 2716000 dairy farmers.

The livestock sector alone contributes nearly 25.6% of Value of Output at current prices of total value of output in Agriculture, Fishing & Forestry sector. The overall contribution of Livestock Sector in total GDP is nearly 4.11% at current prices during 2012-13. (19th LIVESTOCK CENSUS-2012). According to 19th Live Stock census, livestock population has increased substantially in Gujarat (15.36%), Uttar

Pradesh (14.01%), Assam (10.77%), Punjab (9.57%) Bihar (8.56%); Sikkim (7.96%), Meghalaya (7.41%), and Chhattisgarh (4.34%).

The unique characteristic of Indian dairy industry is that the bulk of milk production in our country is handled by small milk producers who are illiterate and unaware of economic aspects of milk production. Therefore, there is a need for poverty alleviation to be strengthened through dairying as enterprise.

Scientists of State Agricultural Universities (SAUs) are effortlessly engaged in doing research for location specific low cost and suitable technologies with regards to improved animal husbandry practices which if adopted by dairy farmers may not only resulted in increase in productivity of dairy animals but also reasonably reduces the cost of dairy farming. Scientist of Krishi Vigyan Kendra, Junagadh Agricultural University, Surendranagar are also making every efforts for increasing knowledge of dairy farmers in their operational area of intensive working by imparting need based vocational training programmes, through implementing Front Line Demonstration (FLDs) and On Farm Testing (OFT), advisory services to dairy farmers etc and try their best to ensure no stone remain unturned for disseminating knowledge among dairy farmers. So that adoption of recommendation of SAUs pertaining to location specific and improved animal husbandry practices could be increased and take place to its optimum level

among the dairy farmers. But level of adoption is still miles away from its desired level and gap still persists and it further more widened when it concerned with adoption of location specific and improved animal husbandry practices recommended by SAUs.

Most of the rural dairy farmers, who keep dairy animals, do not follow scientific and modern animal husbandry practices, which have been evolved through considerable quantum of research work, carried out by the scientist resulted from decades of hard work and meant for use of dairy farmers but all become futile when same is not adopted to its potential level. Therefore, there is an urgent need to sensitize the dairy farmers towards the modern technologies and scientific interventions in dairy production, in order to enhance milk yield and milk quality from dairy animals. Looking into the efforts and interventions, carried out by KVK Surendranagar, it is high and right time to measure the adoption level of beneficiaries farmers regarding location specific and improved animal husbandry practices recommended by SAUs for the Saurashtra region.

Keeping the above problems in view, the present study was taken up with the specific objectives to study the adoption regarding SAU recommendations pertaining to location specific and improved animal husbandry practices and socio-economic status of the dairy farmers.

Materials and Methods

The investigation was carried out in the Surendranagar district of Saurashtra region. Krishi Vigyan Kendra, Junagadh Agricultural University, Surendranagar is engaged in doing intensive work for betterment of farming community and dairy farming community of Chotila, Sayala and Limbdi talukas of Surendranagar district. For study purpose, three talukas of Surendranagar district namely Chotila, Sayala and Limbdi was selected purposively as KVK, Surendranagar was working in these three taluka. From each taluka, 5 villages were selected through purposive random method from the list of villages in which KVK was working since atleast last three years and from each village, 15 respondents were selected from the list of beneficiary having dairying as their major or subsidiary occupation.

Thus, the sample size of randomly selected beneficiaries' respondents was comprised of 225. The data was collected through the personal interview to get

most authentic first hand information in the light of the objectives of the study. For data analysis, average, frequencies and percentage were used.

Results and Discussion

Over all adoption level

The overall adoption level of respondents regarding location specific and improved animal husbandry practices recommended by SAUs for the Saurashtra region was assessed and findings are given in [Table-1].

Table-1 Distribution of respondents according to their overall adoption level

Sr. No.	Category	No. of Respondents	Per cent
1.	Low	53	23.55
2.	Medium	87	38.67
3.	High	85	37.77
Total		225	100

It is observe from [Table-1]., majority of beneficiaries respondents had medium level of adoption (38.67 per cent) followed by high level of adoption (37.77%) and low level of adoption of location specific and improved animal husbandry practices recommended by SAUs for the Saurashtra region. As majority of respondents share the 77 percent who are either educated primary, secondary or senior secondary and possessed 3-4 ha land holdings. And probably efforts of KVK, Surendranagar might be probable reason for such reported findings of medium and high level of adoption among dairy farmers.

Extent of adoption:

Adoption as the decision to make full use of an innovation as the best course of action available. The term adoption in this study means the adoption regarding SAU recommendations pertaining to location specific and improved animal husbandry practices. On the basis of information collected for this purpose, respondents were classified in to three groups (High, medium and low) as shown in [Table-2].

Table-2 Over all distribution of the dairy farmers on the basis adoption about location specific and improved animal husbandry practises

Sr No.	Improved A.H. practises	Adoption %					
		High		Medium		Low	
		Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
1	Animal Breeding	166	73.67	55	24.56	04	01.78
2	Live Stock Production Management	98	43.33	92	41.33	35	15.33
3	Animal Nutrition	14	02.67	133	59.11	78	34.59
4	Fodder Production	34	15.11	76	33.78	115	51.11
5	Animal Health	114	50.52	77	34.30	34	15.19

It is shown in table that 73.67 percent respondent had high level of adoption regarding animal breeding breed practices followed by 24.56 per cent medium and 01.78 per cent low level of adoption respectively. In case of live stock production management practices, 43.33 per cent dairy farmers had high level, 41.33 per cent had medium and 15.33 per cent respondent had low level of adoption. As far as animal nutrition is concerned, 59.11 per cent respondents had medium level of adoption followed by 34.59 per cent and 2.67 per cent respondents were found in the category who had low level and medium level of adoption respectively. Whereas in case of fodder production, majority of respondents (51.11%) had low level of adoption. 33.78 % respondents had medium level of adoption. Only 15.11 per cent respondent had high level of adoption regarding fodder production. In case of improved animal husbandry practices of animal health, 50.52 percent had high level of adoption, 34.30 per cent had medium level and only 15.19 per cent respondents having low level of adoption. In case of fodder production practices, low level of adoption, reason might be unavailability of irrigation and lack of interest as most of the dairy farmers had land holdings up to 3 to 4 ha. thus they mostly used to their animals for free grazing practice.

Conclusion

The data reveals that majority of beneficiaries respondents had medium level of over al adoption (38.67 per cent). Most of dairy farmers had high level of adoption of SAUs recommendation pertaining to animal breeding management practices. Adoption of animal health management practices was also near to high. In case of live stock management practices and animal nutrition, partial adoption level was found. Whereas low adoption level was found regarding fodder production management practices. In case of fodder production practices, low level of adoption, reason might be unavailability of irrigation and lack of interest as most of the dairy farmers had land holdings up to 3 to 4 ha. thus they mostly used to their animals for free grazing practice. There is dire need to give specific attention and initiate series of training programme as well as other intervention to increase knowledge and adoption among dairy farming community regarding recommendation of SAUs pertaining to location specific and improved animal husbandry practices.

Conflict of Interest: None declared

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