



Original Research Article

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Socio-Personal, Psychological and Communicational Attributes of the Dairy Farmers in Jabalpur District of M.P. India

Priti Vishwakarma, Seema Naberia* and N.K. Khare

Department of Extension Education, JNKVV, Jabalpur-482004, (M.P.), India

*Corresponding author

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The research study was undertaken in Jabalpur district of M.P. to recognize the socio-personal, psychological and communicational attributes of the dairy farmers. Total Eight villages of Panagar block were selected randomly by including 120 dairy farmers through pre-tested structural interview schedule to constitute the samples for the investigation. The study uncovered the facts that majority of the dairy farmers were middle age group, belonged to other backward class, had education up to high school level, lived in joint family, possess medium land holdings, were engaged in dairy + agriculture and falls under medium annual income group. Majority of dairy farmers were found medium in different attributes viz. cosmopolitanism, use of information source, mass media use, innovativeness, decision making ability and achievement motivation. It was also observed that a large number of them had low risk orientation.

Introduction

Dairy farming is not only an indispensable component of agriculture, but also the most suitable production system that has enormous potential to improve the socio economic status of the large percentage of the rural population. The share of livestock product is estimated at 21% of total Agriculture sector, India owns the largest livestock population accounting for nearly 57% of the buffalo population and 16% cattle population. India ranks first in milk production accounting for 18.5% of world population, achieving an annual output of 146.3 million tons during 2015-2016 as compared to 137.69 million tons during 2014-2015 recording a growth of 6.26% whereas, the Food and Agriculture

Organization (FAO) has reported 3.1 increase in the world Milk Production from 765 million tons in 2014 to 2015. The per capita availability of milk in India has Increase from 176 gm/day in 1990 to 322 gm/day by 2015-2016. It is more than the world average 294 gm/day during 2014. This represents sustained growth in availability of milk and milk product for growing population (Anonymous, 2016). Government agencies and policymakers of India have emphasized the key role of dairy farming in terms of improving the socio-economic status of the rural population by reducing the problems of unemployment, hence the present work has been undertaken to know the socio-personal,

psychological and communicational attributes of the dairy farmers.

Materials and Methods

Out of the total seven blocks of Jabalpur district, the present study was conducted purposively in Panagar block, which is having maximum population of dairy farmers. Total

eight villages were selected on the basis of highest dairy farmers from the Panagar block and 120 dairy farmers were interviewed through pre-tested structural interview schedule for the investigation. The collected data were scored, classified, analyzed and presented in the form of frequency count and percentage given in table 1.

Table.1 Distribution of respondents according to their socio-personal, psychological and communicational attributes

S.No.	Attributes	Frequency	Percentage
Age	Young (Up to 35 years)	40	33.33
	Middle (36 to 55 years)	55	45.83
	Old (Above 55 years)	25	20.84
Caste	General	30	25
	Other backward classes	40	33.34
	Schedule castes	25	20.83
	Schedule tribes	25	20.83
Education	Illiterate	0	0
	Primary education	0	0
	Middle education	25	20.84
	High school	42	35
	Higher secondary	19	15.83
	College level	34	28.33
Family type	Nuclear family	36	30
	Joint family	84	70
Land holding	Marginal (Up to 1 ha.)	34	28.33
	Small (1.01 to 2 ha.)	35	29.16
	Medium (2.01 to 4 ha.)	50	41.66
	Large (Above 4 ha.)	1	0.85
Occupation	Only Dairy	19	15.84
	Dairy + Agriculture	78	65
	Dairy + Agricultural along with other occupation	23	19.16
Annual Income	Low (Up to Rs 1,00,000)	41	34.16
	Medium (Rs 1,00,001 to 2,00,000)	55	45.84
	High (Above Rs 2,00,000)	24	20
Cosmopoliteness	Low	25	20.83
	Medium	55	45.84
	High	40	33.33
Use of source of information	Low	43	35.83
	Medium	58	48.33
	High	19	15.84
Mass media use	Low	33	27.5
	Medium	51	42.5
	High	36	30
Risk orientation	Low	50	41.66
	Medium	38	31.66
	High	32	26.68
Innovativeness	Low	44	36.66
	Medium	55	45.84
	High	21	17.5
Achievement motivation	Low	42	35
	Medium	52	43.34
	High	26	21.66
Decision making ability	Low	24	20
	Medium	56	46.66
	High	40	33.34

Results and Discussion

The study revealed that majority of the respondents was of middle age group, belonged to other backward classes and had high school level of education. This might be due to lack of educational institutions during the past time in the villages. Most of the dairy farmers lived in joint family, possessed medium size of land holding (2.01 to 4 ha), and majority of the dairy farmers were having dairy + agriculture had medium annual income group. A majority of the respondents (45.84%) had medium cosmopoliteness, in case of use of information source maximum farmers (48.33%) had medium use of information source and mass media use (42.50%) this finding is in line with the findings of Ninama (2012). This may be due to irregular visits of grass root level workers and non-conduction of extension activities in the villages. The highest percentage of farmers (41.66 %) had low risk orientation and nearly forty five percent dairy farmers (45. 84%) had medium innovativeness. The majority of the farmers (43.34%) had medium achievement motivation and medium decision making ability (46.66%). This finding is in conformity with the finding of Raina *et al.*, (2016) and Patel *et al.*, (2014).

In nut shell it can be concluded as majority of the of dairy farmers were middle aged, belonged to other backward class, had education up to high school level, lived in joint family, possess medium land holdings, were engaged in dairy + agriculture and falls

under medium annual income group. Majority of dairy farmers were found medium in different attributes viz. cosmopoliteness, use of information source, mass media use, innovativeness, decision making ability and achievement motivation. It was also observed that a large number of them had low risk orientation. Socio- economic traits of dairy farmers reveal that there is an extent for further improvement in socio- economic status, which ultimately lead to development of animal husbandry.

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