

RESEARCH PAPER

Level of knowledge of dairy entrepreneurs in Raigad district (M.S.)

A.R. DESHMUKH, S.S. JADHAV, D.K. DEOKAR AND R.J. DESALE

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See end of the article for authors' affiliations

A.R. DESHMUKH

Department of Animal Science and Dairy Science, Mahatma Phule Krishi Vidyapeeth, Rahuri, AHMEDNAGAR (M.S.) INDIA

ABSTRACT

The survey for level of knowledge of dairy entrepreneurs in Raigad district of Maharashtra was carried out. In all, one hundred farmers were surveyed, in which 13 dairy farmers had low level of knowledge, very large number *i.e.* 72 had medium knowledge level and 15 dairy farmers had high level of knowledge about the dairy enterprise. It was observed that higher, the knowledge level of an individual lesser, the constraints experienced by him in managing the dairy enterprise. Detailed knowledge about the recommended technology develops confidence among the farmer had he is in a better position to save the constraints. Thus, the farmers with better knowledge of dairy technology experienced less constraints.

Key words : Dairy entrepreneurs, Dairy enterprise, Knowledge level, Dairy co-operatives, Financial resources

Milk has now emerged as the second largest agricultural commodity next to rice production. This shows the importance of dairy enterprise in Indian agriculture. Co-operative dairying enables the members to get the benefits of economics of scale. It includes the activities like arranging for milk collection, processing and marketing of milk and production of milk products. Co-operatives arrange for loans and provide allied services to their members.

MATERIALS AND METHODS

Ten management practices were prepared which were, mentioned as essential, for test of knowledge level of dairy entrepreneurs about the business.

These practices were grouped as follows :

- Rearing of crossbred cows
- Management of feeds and fodder
- Management of health of animals
- Storage of milk
- Marketing of milk
- Preparation of by products
- Capital and finance

The response of the dairy farmers interviewed and total knowledge scores for the respondents were worked out and they were placed into low, medium and high categories of knowledge level.

RESULTS AND DISCUSSION

The finding obtained from the present study are presented below:

Knowledge level:

The data regarding knowledge level of the dairy

entrepreneurs in dairy enterprise are presented in Table 1.

Data of Table 1 show that level of knowledge of dairy farmers. In group I 12.80 per cent dairy farmers had low knowledge, very high per cent in medium level of knowledge (74.3 per cent) and 12.8 per cent farmer had high level of knowledge. In group II, 12 per cent farmers had low level of knowledge, 72 per cent farmers had medium and 16 per cent farmers had high level of knowledge. In group III, 20 per cent farmers had low level of knowledge, 40 per cent farmers had medium and 40 per cent farmers had high level of knowledge about dairy enterprise. Out of total 100 farmers, 13 dairy farmers had low level of knowledge, very large number (72) had medium knowledge level and 15 dairy farmers had high level of knowledge about the dairy enterprise.

Knowledge level and constraints:

The data regarding knowledge level of dairy farmers and the constraints faced in dairy enterprise are presented in Table 2.

It is observed from Table 2 that 53.80 per cent of the respondents from low knowledge category had high constraints, while only 6.66 per cent of respondents from high knowledge category had low constraints. It is obvious from the results that higher the knowledge levels of an individual lesser were the constraints experienced by him in managing the dairy enterprise.

Similar type of investigations have also been carried in the past by Sohal and Tyagi (1978), Tripathi *et al.* (1995) and Singh and Dhawal (1980).

Detailed knowledge about the recommended