



Attitude of farmers towards scientific dairy practices

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ABSTRACT : Dairy development in India has plays a major role in improving the nutritional standards of the people, generating employment opportunities and improving incomes in rural areas besides fulfilling consumer demands. There is an urgent need to enhance productivity of dairy animals by promoting adoption of scientific practices. The present article summarises the findings of a study that was conducted in three randomly selected districts of Haryana with sample size of 225 respondents. The study was conducted to measure the attitude of farmers towards Scientific Dairy Practices and antecedents factors affecting their attitude. Attitude was measured by using scale containing 11 items. The study revealed that average scores obtained by respondents are indicative of not so favourable attitude. It is argued that this is not desirable as the attitude favourableness is associated with adoption of scientific dairy practices. Attitude was found significantly associated with education, caste, occupation, size of land holding, mass media exposure, social participation. The uneducated, aged, landless farmers are the ones who need special directed efforts in future extension programme.

KEY WORDS : Dairy farming, Rural farmers, Attitude, Independent variables

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