



RESEARCH  
ARTICLE

## Utility perception about Red Kandhari cattle by the rearers

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**Abstract :** The present study was conducted in Nanded district, in Marathwada region, of Maharashtra state in the year of 2011-12 with specific objective to study the utility perception about Red Kandhari cattle by the rearers from Biloli, Kandhar, Mukhed talukas of Nanded district were selected for study. It was observed from the study that majority of the cattle rearers under study were from low level of farming experience. Most of them were educated upto primary, having small size of family, marginal annual income, cattle rearing+ farming occupation, high social participation, medium source of information, medium extension contact, having medium herd size and medium level of knowledge. Majority of the cattle rearers' *i.e.* 37.50 per cent were observed to be in medium level of utility perception.

**Key words :** Personal characteristics, Utility perception

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## INTRODUCTION

India is basically a rural oriented and land based with 76.27 per cent of rural population, being an agricultural country with one-fifth of the world's population of cattle. The cows are the backbone of the agriculture and play a major role in the rural economy. Most of the poor farmers with small piece of land, which was cultivated with the help of the bullocks, Ploughing, planking, irrigation, mannuaring, threshing and transport of produce was depended on them. A cow provides milk and milk products which is the only source of animal protein in vegetarian diet. Farmers with week economy used bullocks for the transport of agriculture products from village to the market.

The Red Kandhari breed of cattle in purest form is found in Kandhar, Mukhed, Nanded, Biloli tahsils of Nanded district and some of other districts like Ahamedpur, Hingoli, Latur, of Parbhani district of Marathwada region. The total population of Red Kandhari cattle in Nanded district was 56,626.

Red Kandhari animals impure form and its crosses with Deoni and non-descript are seen sporadically in all the seven districts of Marathwada. Red Kandhari is a medium sized strong

and robust animal. The body is compact squarely built, but not massive well proportionate limbs. The color is uniform, deep dark red but variations form a dull red to almost dark brown. Bull as a rule is shade darker than cows. Forehead is broad between eyes and is slightly bulging; ears are long dropping side wise and rounded tips. Eyes are shiny with black coloured rounded eyes.

## RESEARCH METHODOLOGY

The present study was conducted in Nanded district, in Marathwada region, of Maharashtra State in the year of 2011-12 with specific objective to study the utility perception about Red Kandhari cattle by the rearers. Biloli, Kandhar, Mukhed talukas from Nanded district were selected for the study. From each taluka four villages were selected which had considerable population of Red Kandhari cattle, a list of Red Kandhari cattle rearers from these twelve villages was obtained. Ten respondents from each village were selected randomly for the study comprising the total sample of 120 respondents. Mean, percentage, standard deviation, correlation co-efficient were used for the research study.