

Use of various sources of information by the farmers of dairy farming

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ABSTRACT

The present study was undertaken to study the extension contacts of dairy farmers and sources of information desired by the farmers. A sample of 600 dairy farmers was drawn by using simple random sampling technique. The data were collected from the farmers with the help of interview schedule and were analysed with the help of frequencies and percentages. The findings revealed that majority of the dairy farmers were of middle age, matriculates, belonged to nuclear families and had not received training on dairy farming. The study also indicated that about half of the dairy farmers had extension contacts with Veterinary Hospital and nearly thirty per cent of the farmers participated in the activities of Co-operative Society. As many as 54.16 per cent respondents desired camps as source of information followed by farm and home visits (35.5%), literature on dairy like booklets, pamphlets etc.

INTRODUCTION

The dairy farming has emerged as one of the key components of agricultural growth in developing countries in recent years. Animal husbandary and dairy development plays a prominent role in rural economy in supplementing the income of rural households, particularly the landless and small and marginal farmers. Over 70 per cent of the rural households in India depend on livestock farming for supplementary income. According to Central Statistical Organization (CSO), the value of output from livestock and fisheries sectors is about 37.7 per cent of the total agriculture and allied sectors. India is the largest producer of milk in the world but productivity per animal is very low, which is only 987 kg/lactation. Out of total production of 97.1 million tonnes per annum (www.nddb.org.2005-2006), the major share (70%) is contributed by buffaloes and the remaining (30%) by the cows. Although the annual milk production of Punjab state has increased from 2.1 million metric tons in 1973-1974 to 8.9 million tonnes in 2005-2006 (www.nddb.org.2005-2006) but there is a scope to increase this production further.

Various sources of information generally depends on the number and location of the target audience and the time available for communication. They are categorised as the individual method, group method and mass contact method (Ray, 2002). Keeping in mind

the importance of sources of extension methods, the present study was undertaken with the objectives: to study the extension contacts of dairy farmers and to study the various sources of information desired by the farmers.

METHODOLOGY

The study was undertaken in six agro-climatic zones of Punjab State. One district was selected from each zone. The target group was small marginal farmers in selected area having <5 acres of land holding. From each selected village, 25 small and marginal farmer families were selected. Thus, the total sample size selected for the study was 600. The data were collected from the farmers with the help of interview schedule and were analysed with the help of frequencies and percentages.

RESULTS AND DISCUSSION

Profile of the respondents:

The studied characteristics of the farmers were age, educational qualification, type of family, size of operational land holding, extension contacts, exposure to mass media, social participation of farmers and trainings received on dairy farming. These are discussed as below:

Age :

The data in the Table 1 shows that majority of the small and marginal dairy farmers

Key words :

Extension contacts, Dairy farmers and sources of information

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