



A study on knowledge, attitude and timely adoption of dairy farming practices by milk producers

N.C. NEHETE, A.S. SAIYAD AND D.K. BADHE

See end of the article for authors' affiliations

Correspondence to :

N.C. NEHETE

Department of
Extension Education,
College of Agriculture,
Anand Agricultural
University, ANAND
(GUJARAT), INDIA
E-mail:-dhirajbadhe
@rediff mail.com,

ABSTRACT

The study was carried out in Anand Taluka of Gujarat state to identify knowledge, attitude and timely adoption of dairy farming practices by milk producers. A random sample of 120 milk producers was selected from Anand Taluka. The result of the study revealed that 76.67 per cent of the milk producers had medium to high level of knowledge regarding improved dairy farming practices and more than half (51.67 per cent) of the milk producers had favourable attitude towards improved dairy farming practices and near about three fifth (59.17 per cent) of the milk producers had medium level of adoption regarding timely adoption of improved dairy farming practices.

Nehete, N.C., Saiyad, A.S. and Badhe, D.K. (2011). A study on knowledge, attitude and timely adoption of dairy farming practices by milk producers. *Agric. Update*, 6(3&4): 132-134.

INTRODUCTION

India occupies the foremost position among the countries of the world in respect of livestock contributing nearly about one fourth of world's total bovine population. India maintained its position as largest producer of milk, with achievement of around 104 million tonnes during 2007-08. However, the milk production per animal is low as compared to other countries (Anonymous, 2008)

The recent advances in dairy science technology have demonstrated that scientific management has great potential for increasing the milk production. Therefore, adoption of improved dairy farming practices by milk producers is of paramount importance for better milk production. This will open up new vistas and make possible for milk producers to achieve substantial gains in income. This situation led the researchers to carry out the present study with the following objectives:

- To study the knowledge level of milk producers about improved dairy practices,
- To study the attitude of milk producers towards improved dairy farming practices.
- To study the timely adoption of improved dairy farming practices by milk producers.

METHODOLOGY

Anand Taluka was chosen for this study. Ten milk producing villages were randomly selected from Anand Taluka. Total 120 milk producers who had minimum 3 years of experience in dairy farming were randomly selected. Knowledge of the respondents about improved dairy practices was measured with the help of teacher made test, taking the base of scale developed by Jha and Singh (1970) with appropriate modifications. Measurement of attitude of milk producers towards improved dairy farming practices was done by using the scale and measurement of timely adoption of dairy farming practices by dairy farmers was done by using the usual scale. The data were collected with the help of well-structured, pre-tested, Gujarati version interview schedule through personal contact and data were then compiled, tabulated and analyzed to get proper answers for objectives of the study.

OBSERVATION AND ANALYSIS

The findings of the present study as well as relevant discussions have been presented under following heads:

Key words :

Knowledge,
Attitude,
Adoption, Milk
producer

Received:

Jun., 2011;

Revised:

Jul., 2011;

Accepted :

Sep., 2011