



Knowledge level of women dairy entrepreneurs about improved dairy management practices

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ABSTRACT : The study was conducted on Knowledge level of women dairy entrepreneurs about improved dairy management practices of Nagamangala and Krishna Rajpet of Mandya district in Karnataka during 2010-2011 to ascertain knowledge about improved dairy management practices for which 120 women dairy entrepreneurs selected from 12 villages. The study indicated that medium level of knowledge was found among women dairy entrepreneurs. 100 per cent of knowledge was recorded in case of improved dairy management practices in regular cleaning of cattle shed and drainage system, providing sufficient water for drinking to animals (thrice a day), fixed time for milking at regular intervals, wash udder and utensils before milking, sell the milk in cooperative societies and milk yield record keeping. Correlation analysis revealed that education, income, livestock possession, decision making ability, mass media participation, social participation, extension participation, risk orientation and economic motivation showed positive and significant relationship with knowledge about independent variables. Regression analysis revealed that education, mass media participation, extension participation, risk orientation, economic motivation showed positive and significant relation. The remaining five variables age, family, land holding, live stock possession and social participation did not show any significant relationship with their knowledge of women dairy entrepreneurs.

KEY WORDS : Knowledge, Dairy management practices, Women dairy entrepreneurs, Correlation analysis

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