

## 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.

## RESULTS AND DISCUSSION

It is observed from Table 1 that 37.51 per cent cattle rearers belonged to low experience category (above 17 years), followed by 33.33 per cent were from Medium experience category (17.1 to 28.99) and remaining 29.16 per cent were from high experience group (up to 29 years).

Very few 26.67 per cent of cattle rearers had no education and 45.00 per cent had primary education followed by 20.84 per cent and 4.16 per cent had received secondary and higher secondary education, respectively. About 3.33 per cent received the education upto college level.

Nearly 42.50 per cent of the cattle rearer's belonged to the small family followed by 36.66 per cent cattle rearer's belonged to medium family and remaining 20.83 per cent of the respondents belonged to large family.

Majority of the cattle rearers *i.e.* 5.83 per cent holded marginal land followed by 8.34 per cent holded small land, 5.83 per cent of cattle rearers had no land and remaining 15.00 per cent of the cattle rearers holded semi-medium land and 50.83 per cent holded medium land and only 14.17 per cent were big farmers.

Most of the cattle rearers had (40.01%) medium level of annual income followed by 23.33 per cent had high level of annual income. Only 36.66 per cent had low level of annual income.

Majority of the respondents *i.e.* 52.50 per cent were engaged in cattle rearing + farming category, followed by 00.00 and 22.50 per cent in cattle rearing + labour and cattle rearing + labour + farming categories, respectively. Only 5.83 and 00.00 per cent respondents were engaged in the category of cattle rearing and cattle rearing + other. The category cattle rearing + labour + other and cattle rearing + farming + other holds 5.83 per cent and 13.33 per cent of the respondents each, and remaining 00.00 per cent of respondents engaged in cattle rearing + labour + farming + other category.

Majority of the cattle rearers *i.e.*, 32.51 per cent had low social participation followed by 20.83 per cent who had medium social participation and remaining 46.66 per cent of them had high social participation

Larger proportion *i.e.* 39.16 per cent of the respondents had medium use of sources of information followed by 33.33 per cent of the cattle rearers had more use of sources of information. Only 27.51 per cent cattle rearers had less use of sources of information.

Majority of the respondents *i.e.* 51.66 per cent had medium extension contacts, 26.66 per cent of the cattle rearers had high extension contacts and meager 21.66 per cent of the respondents had low extension contacts.

Larger proportion of the cattle rearers *i.e.* 40.84 per cent had medium size of herd followed by 38.33 per cent had small herd size. Around 20.83 per cent had large herd of cattle.

Majority of the cattle rearers *i.e.* 34.16 per cent were

**Table 1 : Distribution of the respondents according to their personal characteristics (n =120)**

Category	Frequency	Per cent
<b>Farming experience</b>		
Low (up to 17 years)	45	37.51
Medium (17.1to 28.99 years)	40	33.33
High (above 29years)	35	29.16
<b>Education</b>		
Illiterate	32	26.67
Primary school (up to 4 <sup>th</sup> Std.)	54	45.00
Secondary school (5 <sup>th</sup> to 10 <sup>th</sup> Std.)	25	20.84
Higher secondary (11 <sup>th</sup> to 12 <sup>th</sup> Std.)	5	4.16
College education (Above 12 <sup>th</sup> Std.)	4	3.33
<b>Family size</b>		
Small (up to 4 members)	55	42.50
Medium (5 to 8 members)	40	36.66
Big (9members and above)	25	20.83
<b>Land holding</b>		
Landless	7	5.83
Marginal farmers (up to 1.0 ha.)	7	5.83
Small farmers (1.1 to 2.0 ha.)	10	8.34
Semi-medium farmers (2.1 to 4.0 ha.)	18	15.00
Medium farmers (4.1 to 10.0 ha.)	61	50.83
Big farmers (10.1 ha. and above)	17	14.17
<b>Annual income</b>		
Low (Up to Rs. 45,000)	44	36.66
Medium (Rs. 45,001 to 78,000)	48	40.01
High (Rs. 78,001and above)	28	23.33
<b>Occupation</b>		
Cattle rearing	07	5.83
Cattle rearing + Farming	36	52.50
Cattle rearing + Labour + farming	27	22.50
Cattle rearing + Labour + Other	07	5.83
Cattle rearing + Farming + Other	16	13.33
<b>Social participation</b>		
Low (Up to 1 score)	39	32.51
Medium (Score up to 2)	25	20.83
High (Score 2 and above)	56	46.66
<b>Use of sources of information</b>		
Low (Up to 25 score)	33	27.51
Medium (Score 25.1to29.99)	47	39.16
High (30 and above.)	40	33.33
<b>Extension contact</b>		
Low (Up to 12 score)	32	26.66
Medium (Score 13 to 14)	62	51.66
High (Score 15 and above)	26	21.66
<b>Herd size</b>		
Small (up to 6 cattles)	46	38.33
Medium (7 to 9 cattles)	49	40.84
Large (10 cattles and above)	25	20.83
<b>Knowledge</b>		
Low	38	31.67
Medium	41	34.17
High	41	34.16

**Table 2 : Distribution of the of Red Kandhari cattle rearers by their utility perception (n=120)**

Category	Frequency	percentage
Low (up to 43)	33	27.50
Medium (44 to 45)	45	37.00
High (46 and above)	42	35.50
Total	120	100.00

**Table 3 : Relationship between the selected independent variables and utility perception**

Sr. No.	Independent variables	Utility perception
		Correlation coefficient (r)
1.	Farming experience	0.126419
2.	Education	0.108373
3.	Family size	0.201269*
4.	Land holding	0.225283*
5.	Annual income	0.100874
6.	Occupation	-0.05948NS
7.	Social participation	0.142249
8.	Sources of information	-0.08583NS
9.	Extension contact	0.042153NS
10	Herd size	0.103943
11.	Knowledge	0.24064*

\* indicates significance of value at P=0.05 NS= Non significant

observed to be in medium level of knowledge category followed by high 34.16 per cent and low 31.66 per cent level of knowledge category.

### Conclusion:

It was concluded 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 use of 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.

It was also concluded that the increased level of education, family size, annual income, occupation, social participation, sources of information, extension contact, herd size, knowledge their level of utility perception also increased. With increase in farm experience, there was a increase in cattle rearer's level of utility perception and land holding having statistically significant relationship with utility perception of

cattle rearing practices.

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