



## 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

### Knowledge level of milk producers regarding improved dairy farming practices :

In the present study knowledge refers to know-how about different dairy farming practices adopted by the milk producers. Adequate knowledge is essential to milk producers for successful and profitable dairy farming. It was therefore thought necessary to obtain information from the milk producers about the knowledge of improved dairy farming practices. The data regarding level of knowledge are given in Table 1.

**Table 1: Distribution of milk producers according to their knowledge level regarding dairy farming practices (n = 120)**

Sr. No.	Level of knowledge	Number	Per cent
1.	Low (below 51.40 score)	28	23.33
2.	Medium (between 51.40 to 83.60 score)	55	45.84
3.	High (above 83.60 score)	37	30.83
Total		120	100.00

Mean= 67.50 , S.D. = 16.10

It is observed from Table 1 that 45.84 per cent of the milk producers had medium level of knowledge regarding improved dairy farming practices, while 30.83 and 23.33 per cent of milk producers had high and low level of knowledge regarding dairy farming practices, respectively.

The probable reason might be the fact that majority of the milk producers had good literacy status and dairy farming has been carried out by milk producers in Anand district for last 5-10 years. This finding is in the line with results of Singh *et al.* (2005) and Khokhar (2007).

### Attitude of milk producers towards improved dairy farming practices :

Attitude refers to the "degree of positive or negative feeling associated with some psychological object" In the present study attitude was conceptualized as positive or negative reactions / feelings of milk producer towards improved dairy farming practices. The data regarding attitude of milk producers towards improved dairy farming practices are given in Table 2

**Table 2: Distribution of milk producers according to their attitude of milk producers towards improved dairy farming practices (n=120)**

Sr. No.	Attitude	Number	Per cent
1.	Less favourable (below 26.69 score)	21	17.50
2.	Moderately favourable (between 26.69 to 36.34 score)	62	51.67
3.	Highly favourable (above 36.34 score)	37	30.83
Total		120	100.00

Mean=31.52 S.D. = 4.82

It is clear from Table 2 that majority (51.67 per cent) of the milk producers had moderately favorable attitude towards improved dairy farming practices, followed by 30.83 per cent and 17.50 per cent of the milk producers who had highly favourable and less favourable attitudes towards improved dairy farming practices, respectively.

The probable reason might be good education level, good economic condition, extension contact and mass media exposure of the milk producers. This finding is in the line with the results reported by Vyas and Patel (2002).

### Timely adoption of dairy farming practices by milk producers:

Timely adoption has been defined as the degree to which a milk producer adopts improved dairy farming practices at an appropriate stage. It means proper management of dairy farm through improved dairy farming practices by milk producers. The data regarding timely adoption of improved dairy farming practices by milk producers are given in Table 3.

It is clear from Table 3 that majority (59.17 per cent) of the milk producers had medium level of timely adoption of improved dairy farming practices, followed by 25.83 per cent and 15.00 per cent of the milk producers who had high and low level of timely adoption of improved dairy farming practices, respectively.

**Table 3: Distribution of milk producers according to their timely adoption of dairy farming practices by dairy farmers (n=120)**

Sr. No.	Timely adoption	Number	Per cent
1.	Low (below 17.54 score)	18	15.00
2.	Medium (between 17.54 to 25.04 score)	71	59.17
3.	High (above 25.04 score)	31	25.83
Total		120	100.00

Mean=21.29 S.D. = 3.75

The probable reason might be good education level, good economic condition, extension contact and mass media exposure of the milk producers. This finding is in the line with the observations made by Khokhar (2007).

### Conclusion:

It can be concluded that majority (76.67 per cent) of the milk producers had medium to high level of knowledge regarding improved dairy farming practices, more than half (51.67 per cent) of the milk producers had favourable attitude towards improved dairy farming practices and

majority (59.17 per cent) of the milk producers had medium level of timely adoption of improved dairy farming practices. It might be due to good education level, good economic condition, extension contact and mass media exposure of the milk producers.

---

Authors' affiliations:

**A.S. SAIYAD**, Department of Extension Education, Anand Agricultural University, GUJARAT, INDIA

**D.K. BADHE**, Department of Extension Education, B.A.College of Agriculture, Anand, Agriculture University, ANAND, (GUJARAT) INDIA

Email : dhirajbadhe@rediffmail.com

---

## REFERENCES

**Anonymous** (2008). Department of Animal Husbandry, Dairying and Fisheries, Ministry of Agriculture, Government of India.

**Jha, P. N.** and Singh, K. N. (1970). A test to measure farmer's knowledge about high yielding variety programme. *Interdiscipline*, **7** (1):65-67.

**Khokhar, Sagufta** (2007). A study on adoption of dairy innovations by dairy farm women in Anand district of Gujarat state. M.Sc. (Ag.) Thesis, Anand Agricultural University, ANAND, GUJARAT, (India).

**Singh, J.**, Verma, H.K., Singh, K. B. and Singh, N. (2005). Knowledge level of dairy farmers about selected management practices in Punjab. *J. Res. Punjab Agric. Univ.*, **42** (3): 347-354.

**Vyas, H.U.** and Patel, K. F. (2004). Management efficiency milk producers in Anand district of Gujarat state. *Karnataka J. Agric. Sci.* **15** (3): 592-594.

\*\*\*\*\*  
\*\*\*\*\*