



Study of relationship between personal, situational, psychological and socio-economical characteristics with adoption of goat farming technology by the goat keepers

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ABSTRACT : The study revealed that majority of the goat keepers were from middle age group, most of them were illiterate having medium size of family, majority of them were landless having medium level of herd size and majority of them were having medium annual income, low level of social participation, medium use of information sources medium level of knowledge, medium level of scientific orientation and high level of economic motivation regarding improved management practices. It was observed that the characteristics namely, age, education, family size, annual income, social participation, source of information, knowledge, scientific orientation, economic motivation and proximity to urban area had positive and significant relationship with adoption level. However, the relationship between land holding and herd size with adoption level were found non-significantly related.

KEY WORDS : Personal, Situational, Socio-economic, Characteristics, Adoption, Goat farming technology, Goat keepers

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INTRODUCTION

The adoption of the recommended management practices in any enterprise will help in increasing the present income level. The goat farming is an important avocation in generating reasonable level of income to the goat farmers. A number of technologies are available for productivity improvement of goat, technological and management options are the only alternatives to accelerate growth in the productivity of goat, which is

low in the traditional system of production.

MATERIAL AND METHODS

The present study was carried out in Chandur Railway Panchayat Samiti of Amravati district in Vidarbha region of Maharashtra State. The study was mainly confined to Chandur Railway tahsil, because Chandur Railway is hilly area and there is a sample of grazing land and fodder available for goats. A sample of 120 respondents was drawn from the 10 selective villages dominant in goat rearing activity from Chandur Railway tahshil of Amravati district. For the present study, the exploratory design of social research was used. The data were collected by a face to face interview technique by contacting personally the selected goat keepers. The goat keepers were contacted on the grazing lands or at their homes as per their convenience. For easy and quick

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approach to the goat keepers, the help of Gram Panchayat officials was sought.

RESULTS AND DISCUSSION

From the Table 1 it was seen that 45.83 per cent of the respondents were from middle age group, while nearly 30.83 per cent of the respondents were from old age group, and only 23.33 per cent of the respondents were of young age group. The findings of the present study are contradictory with the findings of Khalache *et al.* (2007) and Sharma *et al.* (2007)

From the Table 1 it was seen that, 36.66 per cent of the respondents were illiterate, 24.16 per cent of the respondents had received primary level of education, while 17.5 per cent of the respondents had received middle level of education. While 12.5 per cent of the respondents had received education upto high school level, and only 9.16 per cent of the respondents had education upto college level. The findings of the present study are contradictory with the findings of Gokhale *et al.* (2002).

From the Table 1 it was seen that the highest proportion of the goat keepers *i.e.* 67.5 per cent belonged to the category of middle size family and 28.33 per cent of the goat keepers belonged to the category of small size family and only 4.16 per cent of the goat keepers belonged to the category of large size family. The above findings are supported by the findings made by Khalache *et al.* (2007) and Deshpande *et al.* (2010).

From the Table 1 it is seen that, majority 66.66 per cent of the respondents were landless, while 19.16 per cent of the respondents were having marginal land and 11.66 per cent of the respondents were having semi-medium size of land holding. It is also interesting to note from the above study that none of the respondents possess medium and large size of land holding. The findings of present study are similar with the findings made by Bhatia *et al.* (2009) and Deshpande *et al.* (2010).

From the Table 1 it was seen that, majority 73.33 per cent of the respondents had medium herd size followed by 16.66 per cent of the respondents having large herd size. Remaining 10.00 per cent of the goat keepers had small size of the herd size. The findings are similar with the findings made by Khalache *et al.* (2007) and Rai *et al.* (2007).

From the Table 1 it was seen that majority of 80.00 per cent of the total respondents had medium level of annual income, while 16.66 per cent of the respondents had high level of annual income. From the above study it

was also seen that only 3.33 per cent of the respondents had low level of annual income. The findings of the present study are similar with the findings of Khalache *et al.* (2007) and Sharma *et al.* (2007).

From the Table 1 it was clear that, the 78.33 per cent of the respondents had low level of social participation and 15.00 per cent of the respondents had medium level of social participation. While only 6.66 per cent of the respondents had high level of social participation. The findings of the present study are similar with the findings of Wadkar *et al.* (2009).

From the Table 1 it was seen that, nearly half *i.e.* 45.00 per cent of the respondents had medium use of the sources of information, whereas, 31.66 per cent of the respondents had less use of the information sources. And only 23.33 per cent of the respondents had high use of information sources. The findings of present study are similar with the findings of Khalache *et al.* (2007) and Wadkar *et al.* (2009).

From the Table 1 it was seen that nearly half *i.e.* 49.16 per cent of the respondents had medium level of knowledge followed by 39.16 per cent of the respondents had high level of knowledge. And only 11.66 per cent of the respondents had low level of knowledge regarding goat rearing practices. The findings of the present study are similar with the findings of Khalache *et al.* (2007).

From the Table 1 it was observed that a large proportion of the goat keepers *i.e.* 62.5 per cent were having medium level of scientific orientation followed by 25.00 per cent of the goat keepers had low level of scientific orientation, while only 12.5 per cent of the goat keepers had high level of scientific orientation. The findings of the present study are in conformity with the findings made by Khalache *et al.* (2007).

From the Table 1 it was seen that 47.50 per cent of the respondents had high level of economic motivation followed by 44.16 per cent of the respondents had medium level of economic motivation and only 8.33 per cent of the respondents had low level of economic motivation.

The findings are supported by the findings of Gunjal (2004).

Age and adoption level :

From Table 2 it was observed that relationship between the age of goat keepers and their level of adoption of goat management technology was positively significant at 0.05 per cent level of significance. The findings of the present study are similar with the findings

Table 1 : Distribution of respondents according to their personal, situational, psychological and socio-economic characteristics

Sr. No.	Characteristics category	Number of respondents	
		Number (n=120)	Percentage
Age			
1.	Young	28	23.33
2.	Middle	55	45.83
3.	Old	37	30.83
	Total	120	100.00
Education status			
1.	Illiterate	44	36.66
2.	Primary School	29	24.16
3.	Middle School	21	17.50
4.	High School	15	12.50
5.	College	11	9.16
	Total	120	100.00
Family size			
1.	Small	34	28.33
2.	Medium	81	67.50
3.	Large	5	4.16
	Total	120	100.00
Land holding			
1.	Landless(No land)	80	66.66
2.	Marginal	23	19.16
3.	Small	14	11.66
4.	Semi-medium	3	2.50
5.	Medium	-	-
6.	Large	-	-
	Total	120	100.00
Herd size			
1.	Small	12	10.00
2.	Medium	88	73.33
3.	Large	20	16.66
	Total	120	100.00
Annual income			
1.	Low	4	3.33
2.	Medium	96	80.00
3.	High	20	16.66
	Total	120	100.00
Social participation			
1.	Low	94	78.33
2.	Medium	18	15.00
3.	High	8	6.66
	Total	120	100.00

Table 1 : Contd.....

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Sources of information			
1.	Less use	38	31.66
2.	Medium use	54	45.00
3.	High use	28	23.33
	Total	120	100.00
Knowledge			
1.	Low	14	11.66
2.	Medium	59	49.16
3.	High	47	39.16
	Total	120	100.00
Scientific orientation			
1.	Low	30	25.00
2.	Medium	75	62.50
3.	High	15	12.50
	Total	120	100.00
Economic motivation			
1.	Low	10	8.33
2.	Medium	53	44.16
3.	High	57	47.50
	Total	120	100.00

of Veeranna (2000) and Gaikwad *et al.* (2003).

Education and adoption :

The relationship between the education of the goat keepers and their level of adoption was found to be positively significant at 0.01 per cent level of significance. The findings of the present study are similar with the findings of Khalache *et al.* (2007).

Family size and adoption :

It was observed that the family size had positive and significant relationship with adoption level at 0.05 per cent level of significance. The findings of the present

study are similar with the findings of Saliu *et al.* (2008).

Land holding and adoption :

The relationship between the land holding and adoption level of various goat management technology was observed to be non-significant. The findings of the present study are similar with the findings of Wadkar *et al.* (2009) who observed that most of the goat keepers were landless.

Herd size and adoption :

The correlation between herd size of goat keepers and their level of adoption was found to be non-significant.

Table 2 : Relationship between personal, situational, psychological and socio-economic characteristics of respondents and their adoption level

Sr. No	Variables	Adoption	
		'r' value	't' value
1.	Age	0.1835	2.02*
2.	Education	0.2958	3.36**
3.	Family size	0.1940	2.15*
4.	Land holding	0.0672	0.732 NS
5.	Flock size	0.1239	1.35 NS
6.	Annual income	0.2190	2.42*
7.	Social participation	0.2510	2.81**
8.	Source of information	0.3931	4.63**
9.	Knowledge	0.3964	4.68**
10.	Scientific orientation	0.2719	3.06**
11.	Economic motivation	0.3073	3.50**

* and ** indicate significance of values at P=0.05 and 0.01, respectively

NS= Non-significant

The findings of the present study are similar with the findings of Dhepe (2001).

Annual income and adoption :

The annual income of the goat keepers exhibited positive and significant relationship with their adoption level of goat farming technology at 0.05 per cent level of significance. The findings of the present study are similar with the findings of Gaikwad *et al.* (2003).

Social participation and adoption :

The relationship between the social participation of the goat keepers in various village organizations of their locality and their extent of adoption was found to be positive and significant at 0.01 per cent level of significance. The findings of the present study are similar with the findings of Gaikwad *et al.* (2003).

Sources of information and adoption :

The relationship between the extent of use of sources of information by goat keepers and their adoption level was found to be positive and significant at 0.01 per cent level of significance. The findings of the present study are similar with the findings of Gaikwad *et al.* (2003).

Knowledge and adoption :

From the present study it was observed that there was positive and significant relationship between knowledge and adoption of the improved goat management technology by the goat keepers at 0.01 per cent level of significance. The findings of the present study are similar with the findings of Veeranna (2000).

Scientific orientation and adoption :

The study revealed that, there was positive and significant relationship between scientific orientation and adoption of improved goat farming technology by the goat keepers at 0.01 per cent level of significance. The findings of the present study are similar with the findings of Khalache *et al.* (2007).

Economic motivation and adoption :

The relationship between the economic motivation of the goat keepers and their extent of adoption was found to be positive and significant at 0.01 per cent level of

significance. The findings of the present study are similar with the findings of Gunjal (2004).

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