



COMMUNICATION BEHAVIOR OF MILK PRODUCERS OF ESTERN AND WESTERN U.P., INDIA

Manoj Kumar^{1*}, R. K. Doharey¹, Subodh Kumar², Prakash Singh¹, S. N. Singh³ and Kaushik Prasad¹

¹Department of Extension Education, College of Agriculture, N.D.U.A. & T., Kumarganj, Faizabad-224 229 (U.P.), India.

²Department of Veterinary Extension, Collage of Veterinary Science, N.D.U.A. & T., Kumarganj,

Faizabad - 224 229 (U.P.), India.

³SMS, KVK Mashodha (Agriculture Extension), Faizabad (Uttar Pradesh), India.

Abstract

The study was under taken in two parts of Uttar Pradesh state *i.e.* Eastern and Western. From Eastern part the district Faizabad and Western part the district Bulandshahar were selected purposively. A total number of 100 dairy farmers (50 from Faizabad and 50 from Bulandshahar) were selected through proportionate random sampling from four sampled villages on the basis of herd size. The interview schedule was developed keeping in view the objectives & variables under study. Finding that both the farmers *i.e.* Eastern district Faizabad and Western district bulandshahar had cell phone (98.33% & 98.33%), followed by mobile (94% & 96%), T.V. (74% & 88%), respectively. It may be, therefore, concluded that the position of communication media possession of Faizabad dairy farmers was found to be better as compared to bulandshahar dairy farmers. No social participation reported by Faizabad dairy farmers (32%) and the bulandshahar dairy farmers (12%).

Key words : Farmer, milk production practices, farmers, animals, milk producer, information sources.

Introduction

The Government of India has launched several rural development programme time to time since independence. One such progarmme was launched during seventies was the Integrated Rural Development Programme (IRDP). IRDP as a centrally sponsored scheme aims to provide financial assistance to poorer sections of society in form of subsidies and loans to economically beneficial activities, which could generate sufficient income for enable them to cross the poverty line.

In spite of India's position as highest producer of milk, productivity per animal is very poor. It is only about 987 kg/lactation as against world average of 2,038 kg/lactation. The low productivity is due to the gradual genetic deterioration and neglecting of animals rearing over the centuries consequently due to the rise in the population of non-descriptive cows (80%) and buffaloes (50%). Other factors contributing to low productivity include continuing draughts in some parts of the country, chronic shortages of feed & fodder coupled with their poor

nutritive value and poor fertility of dairy animals. Hence, we have to face a twin challenge :

Increase milk productivity of animals with the limited resources on one hand and make best use of the available milk by processing it into hygienic packaged milk and milk products of high quality on other hand. The average milk production of indigenous cattle in the country is hardly 500 kg/lactation. This is partly due to poor feeding. These animals, if properly fed, will definitely produce better milk production. Even the programme of producing large number of cross-breed in cows with quality of high yield potential must also be supported by balanced and economic feeding practices for optimum milk production.

Cattle is believed to be the first step of the primitive man toward civilization. Livestock has played a crucial role in the development and progress of mankind. They have provided human beings with food, energy, clothing and nutrition besides helping in transport and agricultural activities. They have also been mute companions to humans. Today, cattle rearing has become a subsidiary vocation for many house hold generating additional

*Author for correspondence : E-mail-singhmanojlodhi@gmail.com

income. Being a predominantly agricultural economy, India has the largest cattle population in the world. Presently, the livestock sector accounts for about 21 per cent of the value of output of the combined crops and livestock sectors which constitute agriculture. This in turn is about 29 per cent the total Gross Domestic Product (GDP) of the economy.

Livestock has a special place in household income, symbol of social status of the family and health in production system and cultures of Indian people (FAO, 1982) Swaminath (1988) has rightly stated that in India and other developing countries, mixed farming involving crop livestock integration has been a way of life, science the beginning of agriculture.

The knowledge has been recognized as one of the most important components of human behaviour, which gives impetus to adopt a technology a proper understanding, if improved practices of milk production is prerequisite for its adoption by the farmers. The knowledge in the present context has been conceptualized as the amount of information about currently recommended practices is known to the farmers and the adoption would be operationalised as the amount of recommended technology is actually being utilized by the farmer on their fields.

Materials and Methods

The study was conducted during 2012-2013 in order to study extent of adoption of milk farmers regarding improved milk farming practices, at first selecting the Faizabad district in the eastern UP and Bulandshahar in western UP. This The Eastern district Faizabad is located in the eastern plain zone of Uttar Pradesh. It is considered to be the most climatically suitable area for agricultural practices and Western district Bulandshahar is situated between Ganga and Jamuna rivers was selected purposively for this study because of the district comes in eastern and western Uttar Pradesh. Besides, there was having large milk farming practices, and the selection of villages, this stage of sampling, and the list of all the villages in the selected district was prepared. At Eastern district Faizabad Milkpur block, two villages first situated near the road in 100 meter directions road and 12 kilometers of block head quarter and second 2 kilometer road and 9 kilometer of block head quarter. Western district Danpur block, two villages i.e. Deurow and Barena first village situated 1 kilometer of road and 5 kilometer block head quarter and second 3 kilometer of road and 12 kilometer block head quarter and selection of respondents at last stage of sampling, the list of respondents were prepared separately for each sample village and thus, a total number

of 100 dairy farmer (50 Eastern district Faizabad + 50 Western district Bulandshahar) from 4 sample villages were selected through purposely random sampling technique on the basis of heard size. An interview schedule was prepared in the light of decided objectives and variables undertaken.

Results and Discussion

Communication media possession

It is obvious from the table 1 that an over whelming majority the Eastern district Faizabad dairy husbandry farmers (94%) was found having cell phone followed by T.V. (74%), radio (70%) V.C.D./D.V.D. player (66%), newspaper (22%) tape recorder (26.66%), agril. magazine (12%) general magazine (10%) agri.book (8%) computer (6%), respectively.

Likewise in case of western district bulandshahar dairy husbandry farmers, the majority of the farmers (96%) were found having cell phone followed by T.V. (88%), radio (78%), newspaper (66%), V.C.D./D.V.D. player (54%), computer and telephone (20%) general magazines (18%) agri.magazines (8%) tape recorder (6%) and agri.book (2%), respectively.

Thus, it may be concluded the communication media was found better with Eastern district Faizabad dairy husbandry farmers respondents as compared to western district Bulandshahar dairy husbandry farmers.

Over all materials possession

The overall material possession was categorized into three main categories on the basis of scores as low (up to 17), medium (18 to 59) and high (60 and above).

The data given in Table- reveals that the majority of Eastern district Faizabad dairy husbandry farmers (66%) were observed in the medium category of material possession followed by low (30%) and high (4%), respectively.

The majority of western district bulandshahar dairy husbandry farmers (62%) were observed in the medium category of material possession followed by high (38%), respectively.

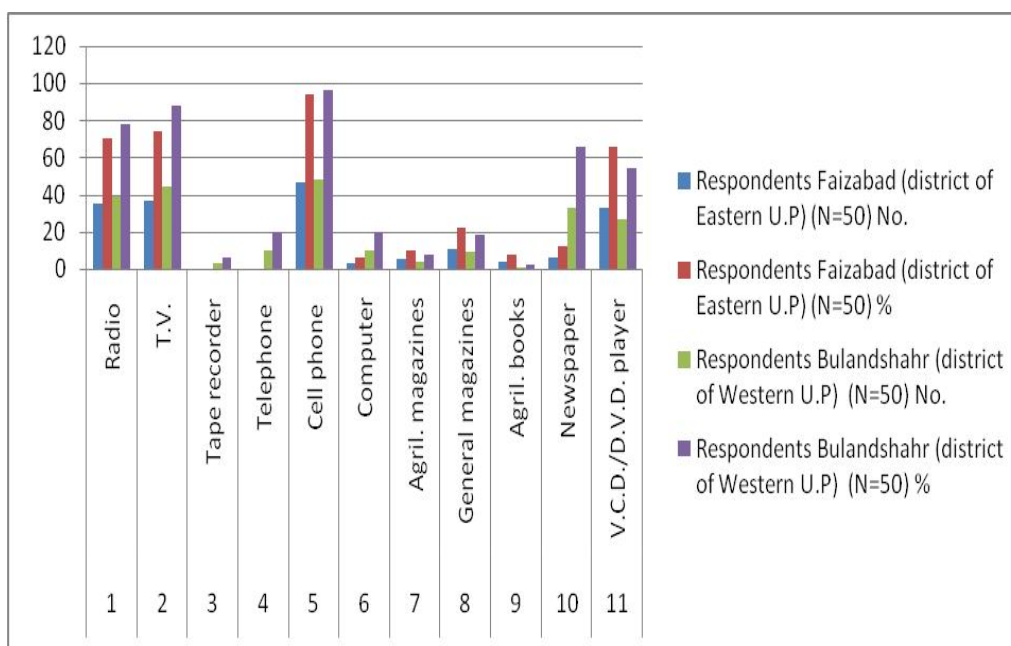
Thus, it may be concluded the overall materials possession condition of the Eastern district Faizabad dairy husbandry farmers was found little better as compared to western district bulandshahar dairy husbandry farmers.

Table 3 indicates that the majority of the Eastern respondents had participation (30%) in one organization followed by two organizations (24%), respectively. Two third (32%) farmers were such who had no participation in any organization (12%) more organization. Likewise,

Table 1 : Distribution of respondents according to communication media possession. (N=120)

S. no.	Particulars	Respondents			
		Faizabad (district of Eastern U.P) (N=50)		Bulandshahr (district of Western U.P) (N=50)	
		No.	%	No.	%
1.	Radio	35	70.00	39	78.00
2.	T.V.	37	74.00	44	88.00
3.	Tape recorder	0	00.00	03	06.00
4.	Telephone	0	00.00	10	20.00
5.	Cell phone	47	94.00	48	96.00
6.	Computer	03	06.00	10	20.00
7.	Agril. magazines	05	10.00	04	08.00
8.	General magazines	11	22.00	09	18.00
9.	Agril. books	04	08.00	01	02.00
10.	Newspaper	06	12.00	33	66.00
11.	V.C.D./D.V.D. player	33	66.00	27	54.00

Note: More than one items have been shown by respondents, hence the total percentage of all items would be more than 100.



in case of Western dairy husbandry farmers, the majority was found having participation in one organization (46%) and 34 percent two organization and 12% no participation and 8% more organization. Hence, it is concluded that the participation percentage of Eastern dairy husbandry farmers in one organization was found more as compared to rural dairy farmers.

Conclusion

The majority of both the farmers *i.e.* Eastern district Faizabad and Western district bulandshahar had cell phone followed by mobile T.V., respectively. It may be,

therefore, concluded that the position of communication media possession of Faizabad dairy farmers was found to be better as compared to bulandshahar dairy farmers. The majority of both the farmers categories *viz.*, Eastern district Faizabad and Western district bulandshahar had medium levels of overall materials possession followed by low and high, respectively. Thus, it may be concluded that the overall material possession of Faizabad dairy farmers was found to better be as compared to bulandshahar dairy farmers.

Table 2 : Distribution of respondents according to over all materials possession. (N = 120)

S. no.	Categories (scores)	Respondents			
		Faizabad (district of Eastern U.P) (N=50)		Bulandshahr (district of Western U.P) (N=50)	
		No.	%	No.	%
1.	Low (up to 17)	15	30.00	0	00.00
2.	Medium (18 to 59)	33	66.00	31	62.00
3.	High(60 and above)	02	04.00	19	38.00
	Total	50	100.00	50	100.00

Mean = 38.5, S.D. = 21.682, Min = 7, Max = 91

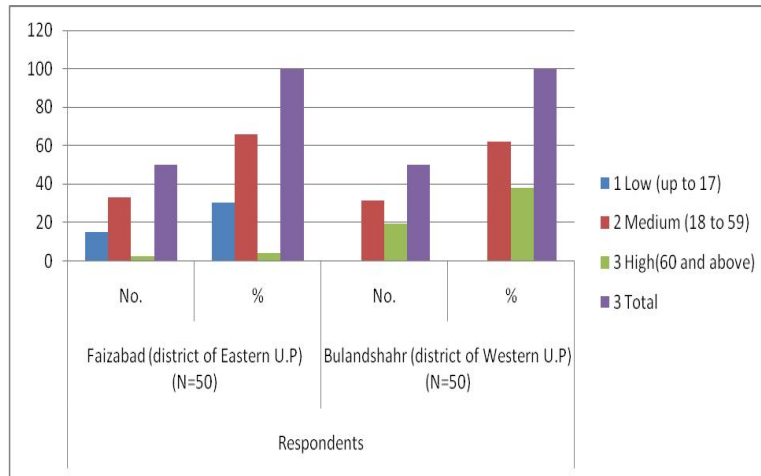
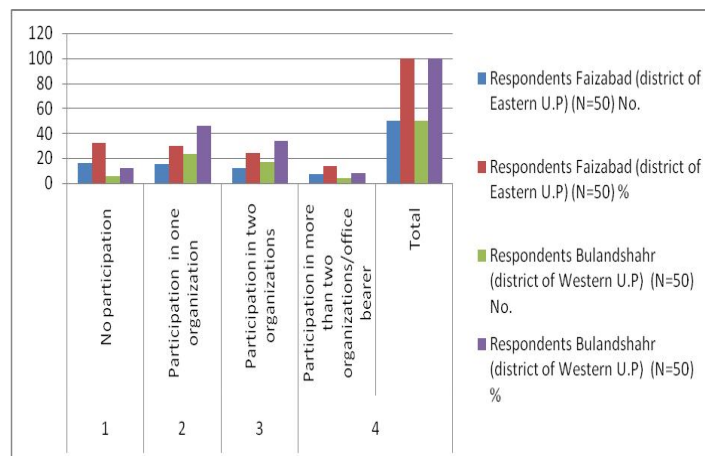


Table 3 : Distribution of respondents according to social participation. (N = 100)

S. no.	Particulars	Respondents			
		Faizabad (district of Eastern U.P) (N=50)		Bulandshahr (district of Western U.P) (N=50)	
		No.	%	No.	%
1.	No participation	16	32.00	06	12.00
2.	Participation in one organization	15	30.00	23	46.00
3.	Participation in two organizations	12	24.00	17	34.00
4.	Participation in more than two organizations/office bearer	07	14.00	04	08.00
	Total	50	100.00	50	100.00



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