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Personal, socio-economic, communication and psychological characteristics of dairy farmers

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Abstract
Results showed that, the majority of the respondents belonged to middle aged (53.00 %), educated up to secondary school (50.00 %), (49.00%) had medium family, (78.50 %) belonged to nuclear type family, (33.00 %) possessed small land holding (up to 1.01 to 2.00 ha.), (76.50 %) possessed medium herd size, (79.00 %) possessed discript breeds, (63.00 %) had medium dairy farming experience, (68.50 %) had medium level annual income, (92.50 %) had medium level of sale of milk, (71.50 %) belonged to medium level of scientific orientation, (58.50 %) had medium level of risk preference, (64.50 %) had medium extension contact, (57.00 %) had medium level of economic motivation, (93.50 %) had high level of knowledge and (81.50 %) had medium level of adoption about the modern dairying and animal husbandry practices.

Keywords: Personal, socio-economic, communicational, psychological, characteristics, dairy farmers

Introduction
Dairying is an important source of subsidiary income to the small and marginal farmers and agricultural labourers. In addition to milk the manure from animals provides good source of organic matter for improving soil fertility and crop yields. The gobar gas from the dung is used as fuel for domestic purpose as also for running engines for drawing water from the wells. Almost all drought power for farm operations and transportation is supplied by bullocks. Since agriculture is seasonal there is a possibility of finding employment throughout the year for many persons through dairy farming. The dairy farming also provides employment throughout the year. The main beneficiaries of dairy programmes are small, marginal and landless labourers.

Materials and Methods
The present study was conducted during the year 2018-19 in Akola and Amravati districts in Vidarbha region of Maharashtra state. The Akola and Amravati districts were selected purposively considering the significant number of dairy farmers and dairy co-operatives in division and as per the region wise milk production is highest in Amravati region (708.95 tonnes) than Nagpur region (626.13 tonnes). The present study was based on Ex-post-facto-Research Design of Social Research. A list of villages adopting highest dairy farming and milk production was obtained from respective district dairy development officer. From the list 20 villages were selected purposively. A list of dairy farmers was obtained from the respective milk collection centers of villages. A dairy farmer means a farmer maintaining the animals for milch purpose and sell to the milk collection centers from related villages. 200 dairy farmers who have at least 3 or more number of milch animals kept for 5 years and selling the milk to retail, hotels, industry, firm, procurement centres and use for preparing milk products were selected by random sampling method.

Results and Discussion
The figure in the table 1 shows the personal, socio-economic, communicational and psychological characteristics of dairy farmers.

1. Age
The majority of the dairy farmers i.e. 53.00 per cent belonged to the middle age group

between 36 to 50 years followed by 24.50 per cent of dairy farmers belonged to young age group i.e. up to 35 years. The present results are similar with the findings of Sahu *et al.* (2017) [8].

2. Education
Half i.e. 50.00 per cent of the dairy farmers were educated up to secondary school (8th to 10th std.) level; followed by 25.50 per cent of the dairy farmers were educated up to college (above 12th std.) level.
The present results are similar with the findings of Lohakare *et al.* (2015) [5].

3. Family size
Majority of the dairy farmers (49.00%) had medium family (05 to 07 members), while 39.50 per cent of dairy farmer's belonged to small family size (up to 04 members).
The present results are similar with the findings of Sahu *et al.* (2017) [8].

4. Family type
The majority, 78.50 percent of the dairy farmers belonged to nuclear type family and 21.50 percent of the dairy farmers belonged to joint type family.
The present results are similar with the findings of Thombre *et al.* (2015) [11].

5. Land holding
The majority of dairy farmers 33.00 per cent were possessed small land holding (up to 1.01 to 2.00 ha.) followed by 31.00 per cent landless (No land) farmers and 17.00 per cent dairy farmers belonged to marginal land holding (up to 1.01 ha.).
The present results are similar with the findings of Sasane *et al.* (2013) [9].

6. Herd size
More two third i.e. 76.50 per cent of dairy farmers possessed medium (07 to 14) herd size. Whereas, 15.00 per cent of dairy farmers had small herd size (Up to 06).
The present results are similar with the findings of Gopi *et al.* (2017) [3].

7. Herd type
The majority of dairy farmers 79.00 per cent possessed discript breeds (Local breeds), followed by 12.00 per cent of dairy farmers possessed crossbreed animals.
The present results are similar with the findings of Lohakare *et al.* (2015) [5].

8. Experience in dairy farming
The majority of dairy farmers (63.00 %) had medium dairy farming experience i.e. between 09 to 25 years followed by 19.00 per cent of dairy farmers had low dairy farming experience (Up to 08 years).
The present results are similar with the findings of Kumari *et al.* (2015) [4].

9. Annual income
In case of total annual income 73.50 per cent of the dairy farmers had high annual income i.e. above 2,00,000 followed by 20.50 per cent dairy farmers who had moderately high level of annual income (1,50,001 to 2,00,000).
The present results are similar with the findings of Chandankar (2014) [1].

10. Sale of milk
The majority of the dairy farmers (92.50 %) had medium level of sale of milk i.e. 12 to 34 litres followed by 04.50 per cent had high (Above 34 litres) level of sale of milk.
The present results are similar with the findings of Lohakare *et al.* (2015) [5].

11. Scientific orientation
The majority of the dairy farmers (71.50 %) belonged to medium level of scientific orientation followed by 16.00 per cent of dairy farmers belongs to low level of scientific orientation.
The present results are similar with the findings of Sahu *et al.* (2017) [8].

12. Risk preference
The majority of the dairy farmers i.e. 58.50 per cent had medium level of risk preference; however 33.00 per cent of the dairy farmers had low level of risk preference.
The present results are similar with the findings of Patel *et al.* (2015) [6].

13. Extension contact
The majority 64.50 per cent of the dairy farmers had medium extension contact followed by 20.00 per cent of the dairy farmers had low extension contact.
The present results are similar with the findings of Tekale *et al.* (2013) [10].

14. Economic motivation
More than half number of dairy farmers i.e. 57.00 per cent of the dairy farmers had medium level of economic motivation, whereas 27.50 per cent of the dairy farmers had high level of economic motivation.
The present results are similar with the findings of Patel *et al.* (2018) [7].

15. Knowledge of modern dairying and animal husbandry practices
Large proportionate i.e. 93.50 per cent of dairy farmers had high level of knowledge and remaining 06.50 per cent dairy farmers had medium level of knowledge about modern dairying of animal husbandry and dairy management practices.
The present results are similar with the findings of Sasane *et al.* (2013) [9].

16. Adoption of modern dairying and animal husbandry practices
Over three fourth of the dairy farmers 81.50 per cent had medium level of adoption about the modern dairying and animal husbandry practices followed by 18.50 per cent dairy farmers that had high level of adoption about modern dairying and animal husbandry practices.
The present results are similar with the findings of Divekar *et al.* (2016) [2].

Table 1: Distribution of respondents according to the personal, socio-economic, communicational and psychological characteristics of dairy farmers.

S. No	Category	Level	Frequency	Percentage
1.	**Age**			
	Young	(Up to 35 years)	49	24.50
	Middle	(36 – 50 years)	106	53.00
	Old	(Above 50 years)	45	22.50
2.	**Education**			
	Illiterate	No schooling	11	05.50
	Primary school	(1st to 4th)	14	07.00
	Middle school	(5th to 7th)	11	05.50
	Secondary school	(8th to 10th)	100	50.00
	Higher secondary	(11th to 12th)	13	06.50
	College/university	(Above 12th)	51	25.50
3.	**Family size (Numbers)**			
	Small	(Up to 04 members)	79	39.50
	Medium	(05 to 07 members)	98	49.00
	Large	(Above 07 members)	23	11.50
4.	**Family type**			
	Nuclear Family	-	157	78.50
	Joint Family	-	43	21.50
5.	**Land holding**			
	No land	Landless	62	31.00
	Marginal	(Up to 1.00 ha.)	34	17.00
	Small	(1.01 to 2.00 ha.))	66	33.00
	Semi medium	(2.01 to 4.00 ha.))	25	12.50
	Medium	(4.01 to 10.00 ha.))	11	05.50
	Large	(Above 10.00 ha.))	02	01.00
6.	**Herd size (Numbers)**			
	Small	(up to 06)	30	15.00
	Medium	(07 to 14)	153	76.50
	Large	(Above 14)	17	08.50
7.	**Herd type**			
	Discript	-	158	79.00
	Non Discript	-	18	09.00
	Crossbreed	-	24	12.00
8.	**Experience In dairy farming (Years)**			
	Low	(Up to 08 years)	38	19.00
	Medium	(09 to 25 years)	126	63.00
	High	(Above 25 years)	36	18.00
9.	**Annual income (Rupees)**			
	Low	(Up to 200000)	53	26.50
	Medium	(200001 to 400000)	137	68.50
	High	(400001 and above)	10	05.00
10.	**Sale of milk (Litres)**			
	Low	(Up to 11ltr.)	06	03.00
	Medium	(12 to 34 ltr.)	185	92.50
	High	(Above 34 ltr.)	09	04.50
11.	**Scientific orientation**			
	Low	(Up to 19)	32	16.00
	Medium	(20 to 24)	143	71.50
	High	(Above 24)	25	12.50
12.	**Risk preference**			
	Low	(Up to 19)	66	33.00
	Medium	(20 to 24)	117	58.50
	High	(Above 24)	17	08.50
13.	**Extension contact**			
	Low	(Up to 12)	40	20.00
	Medium	(13 to 15)	129	64.50
	High	(Above 15)	31	15.50
14.	**Economic motivation**			
	Low	(Up to 20)	31	15.50
	Medium	(21 to 24)	114	57.00
	High	(Above 24)	55	27.50
15.	**Knowledge of modern dairying and animal husbandry practices**			
	Low	(Up to 33.33)	00	00.00
	Medium	(33.34 to 66.66)	13	06.50
	High	(Above 66.66)	187	93.50
16.	**Adoption of modern dairying and animal husbandry practices**			

	Low	(Up to 33.33)	00	00.00
	Medium	(33.34 to 66.66)	163	81.50
	High	(Above 66.66)	37	18.50

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