

## PERCEIVED FEASIBILITY OF DAIRY FARMING SYSTEM IN HARYANA STATE

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### SUMMARY

Dairying is one of the important enterprises, which supports the rural households by providing gainful employment and steady income. The importance of milk and milk products for the physical development and well-being of human beings is universally recognized. In India, women's involvement in livestock management is a longstanding tradition and dairy farming has been an integral part of homestead farming system. The present study was conducted in Hisar district of Haryana state. From Hisar district, two blocks-Adampur and Hisar-I were selected randomly. From selected blocks, two villages, namely, Siswal from Adampur and Dabra from Hisar-1 were selected by random technique. From each selected village, 50 women were selected randomly, thus making a total sample of 100 women. From selected villages, 20 women who were interested in training on dairy farming were selected purposively. Feasibility of dairy farming revealed that majority of dairy farming was perceived 'as very easy to understand and use' by 59 per cent followed by 78 per cent who perceived dairy farming as 'most profitable', physical/cultural compatibility of dairy farming was perceived as most compatible by 35 per cent respondents, (45%) somewhat observable, triability was perceived by 45 per cent respondents who found most triable.

**Key words :** Perceived feasibility, dairy farming, women

India derives nearly 33 per cent of the gross domestic population from agriculture and has 66 per cent of economically active population, engaged in agriculture. The fact that dairying could play a more constructive role in promoting rural welfare and reducing poverty is being recognized. India, for the past one decade, is the world's highest milk-producing country and with production of 112 million tonnes of milk in the year 2010 accounted for about 16 per cent of the world's milk production. India has approximately 200 million cattle and 105 million buffalo. The importance of dairying can be gauged from the fact that the value of output from milk is the highest among agricultural commodities. The livestock sector of India provides sustainability, employment, food and nutritional and economical security. During the last decade, the annual growth rate for livestock sector has maintained a steady growth of 4.8 to 6.6 per cent, while crop production increased marginally. Milk and milk products account for approximately 2/3rd of total value chain from

livestock sector. The exports of dairy products increased from Rs. 13.98 million in 1991-92 to Rs. 6766 million in 2005-06. The increased milk production has improved per capita milk availability to 237 g per day but falls marginally short of the recommended nutritional requirement of 250 g by ICMR. The demand for milk and milk products is projected to increase to 143 million tonnes in 2015 and further to 191.3 million tonnes in 2020 (Ashwini, 2002; Tiwari, 2005).

Considering that the requirement of milk in 2021-22 is expected to be 180 million tonnes and the current level of milk production is 112 million tonnes, the milk production must increase at around 5.5 per cent per annum in the next 12 years. If it fails to do so, India may need to resort to imports from the world market. Keeping this scenario and importance in mind, the present study was planned with the objective : To measure the perceived feasibility of dairy farming by rural women in terms of extent of merit of technology for future adoption or rejection.

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## Production and per capita availability of milk

Year	Per capita availability (g/day)	Production (million tonnes)
1990-91	176	53.9
2000-01	220	80.6
2005-06	241	97.1
2006-07	246	100.9
2007-08	252	104.8
2008-09	258	108.5
2009-10	263	112.5

Source : Department of Animal Husbandry, Dairying and Fisheries.

### METHODOLOGY

The study was conducted in Hisar district of Haryana state. The present study was the part of state funded research project on 'sustainable development of women through entrepreneurial activities'. From Hisar district, two blocks—Hisar-I and Adampur were selected randomly. From block Hisar-I, village Dabra and from Adampur block-II village Siswal were selected randomly. Selection of respondents was done at two stages. At stage I : From the selected village a list of women dairy farmers who raised at least one or two cows/ buffaloes primarily for milk production was prepared. A sample of 50 women was selected

TABLE 1  
Socio-personal and economic profile of the respondents  
n=100

S. No.	Variables	Dabra	Siswal	Total
		Frequency	Frequency	
<b>1. Age</b>				
	Young (Up to 30 years)	8	6	14
	Middle (30-40 years)	24	28	52
	Old (Above 40 years)	18	16	34
<b>2. Marital status</b>				
	Married	45	44	89
	Unmarried	2	1	3
	Widow	3	5	8
<b>3. Respondent's education</b>				
	Illiterate	22	27	49
	Primary	5	4	9
	Middle	6	6	12
	Secondary	3	2	5
	Higher secondary	6	4	10
	Collegiate education	9	6	15
<b>4. Family educational status</b>				
	Low	8	12	20
	Medium	28	26	54
	High	14	12	26

randomly from prepared list of each village. Thus, a total sample of 100 women was selected for assessing their felt needs (Table 1). At stage II : From already selected 100 women respondents, a sample of 20 interested women from each village for providing training on dairy messages/practices was selected purposively. Two training programmes were planned and prepared in consultation with the experts of Animal Breeding, Animal Nutrition & Livestock Production Management from CIRB, Hisar and COAS, CCSHAU, Hisar. Lectures were followed by participants observations and discussions. Impact assessment of training was taken as dependent variable for the study, whereas independent variables i.e. socio-personal, educational, communicational and psychological variables were selected.

### RESULTS AND DISCUSSION

#### Socio-personal and Economic Profile of Respondents

Socio-personal and economic profile of the respondents with respect to age, education and respondent's marital status, family type, family size, family educational status, family occupation, annual income, caste, social participation, land holding, house type and herd size has been given in Table 1 and Fig. 1. The majority of the respondents were in the age group of 30-40 years, followed by above 40 years (34%) and up to 30 years (14%). Majority of the respondents (89%) were married, 8 per cent were widows and 3 per cent were unmarried. Village-wise data also followed the same pattern as majority of the respondents were married and only 8 per cent were widows. The data indicated that majority (49%) of dairy farm women were illiterate. Only 15 per cent respondents had collegiate education followed by 12 per cent middle and 10 per cent higher secondary. Regards to education of family, it was very clear that

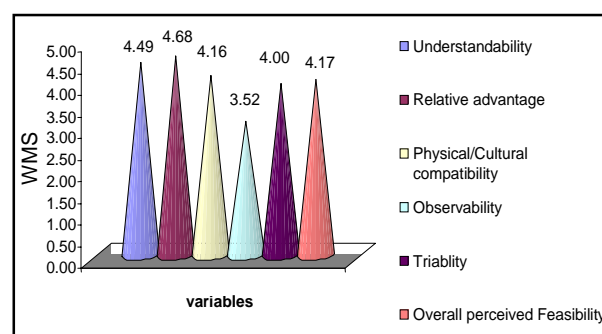


Fig. 1. Perceived feasibility of dairy farming by rural women.

almost half of the respondents' family education was of medium level (54%) followed by high (26%), while 20 per cent respondents had low level of family education.

### Perceived Feasibility

Perceived feasibility of dairy farming by rural women was measured in terms of extent of merit of technology for future adoption or rejection. In the present context, feasibility was defined as the extent to which rural women perceived dairy farming as understandable, relative advantage, physical/cultural compatibility, observable and triable.

Table 2 reveals that majority of dairy farming were perceived 'as very easy to understand and use' by 59 per cent followed by 31 per cent 'easy to

understand' and only 10 per cent perceived as neither easy nor difficult to understand. Overall understandability WMS are found 4.49 out of 5.0 indicating quite a high understandability. The findings of the study are similar with the study of Prasad *et al.* (2008), Narmatha *et al.* (2009) and Nutan (2009).

Regarding relative advantage, most of the respondents (78%) perceived dairy farming as 'most profitable' followed by 12 per cent as 'profitable' and only 10 per cent respondents found dairy farming as 'somewhat profitable' with highest WMS (4.68 out of 5.0) among all parameters. Physical/cultural compatibility of dairy farming was perceived as most compatible by 35 per cent respondents followed by 46 per cent as compatible and 19 per cent respondents viewed as somewhat compatible with 4.16 WMS. Regarding observability, most of the respondents

TABLE 2  
Perceived feasibility of dairy farming by rural women

n=100

Variables	Frequency (%)	Weightage	Weighted score	Weighted mean score
<b>A. Understandability</b>				
(i) Very easy to understand	59	5	295	4.49
(ii) Easy to understand	31	4	124	
(iii) Neither easy nor difficult to understand	10	3	30	
(iv) Difficult to understand	0	2	0	
(v) Very difficult to understand	0	1	0	
<b>B. Relative advantage</b>				
(i) Most profitable	78	5	390	4.68
(ii) Profitable	12	4	48	
(iii) Somewhat profitable	10	3	30	
(iv) Least profitable	0	2	0	
(v) Not at all profitable	0	1	0	
<b>C. Physical/cultural compatibility</b>				
(i) Most compatible	35	5	175	4.16
(ii) Compatible	46	4	184	
(iii) Somewhat compatible	19	3	57	
(iv) Least compatible	0	2	0	
(v) Not at all compatible	0	1	0	
<b>D. Observability</b>				
(i) Most observable	25	5	125	3.52
(ii) Observable	16	4	64	
(iii) Somewhat observable	45	3	135	
(iv) Least observable	14	2	28	
(v) Not at all observable	0	1	0	
<b>E. Triability</b>				
(i) Most triable	45	5	225	4.00
(ii) Triabl	23	4	92	
(iii) Somewhat triable	19	3	57	
(iv) Least triable	13	2	26	
(v) Not at all triable	0	1	0	
Overall perceived feasibility				4.17

Maximum score=5.

reported as somewhat observable (45%) followed by most observable (25%), 16 per cent observable and only 14 per cent found dairy farming as least observable. It had lowest WMS i. e. 3.52 out of 5.0 as it was difficult to observe. The findings of the study are in accordance with the study of Arora (2006), Deepti (2008), Rani and Subhadra (2009) and Sethi (2010).

Regarding triability attribute, dairy farming was perceived as most triable by 45 per cent and followed by somewhat triable with 4.00 WMS out of 5.0 maximum score. Overall perceived feasibility was 4.17 indicating that respondents found dairy farming as highly feasible.

### CONCLUSION

Overall perceived feasibility indicated that respondents found dairy farming as highly feasible. Feasibility of dairy farming women was found. Majority of dairy farming was perceived 'as very easy to understand and use' by 59 per cent followed by 78 per cent perceived dairy farming as 'most profitable', physical/cultural compatibility of dairy farming was perceived as most compatible by 35 per cent respondents, (45%) somewhat observable, triability was perceived by 45 per cent respondents who found most triable.

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