

FACTORS AFFECTING THE ADOPTION OF CROSS-BRED COW REARING PRACTICES

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ABSTRACT

India, a predominantly agriculture country its majority of the population lives in villages. Next to crop production, livestock raising ensures maximum employment and thereby is an important source of income to rural population. The main product of livestock raising is milk, which is a good source of continuous income for the farmers, the increase in milk production could be achieved through adoption of cross-breeding in indigenous cattle. The cross-bred cows are more economical than the Deshi cows due to their high milk production. Therefore, it is the need of the hour to adopt the improved practices in cross-bred cows rearing. Keeping this view in mind, the present investigation entitled "Factors affecting the adoption of cross-bred cow rearing practices was undertaken". Ninety farmers from six gram panchayats of panchayat samiti Amber in Jaipur district were selected for the present study. The data so collected were classified, tabulated and statistically analyzed which led to the finding that Farmers level of adoption was found to be positively and significantly related with the level of education, occupation, size of land holding, social participation and knowledge of cross-bred cow rearing.

INTRODUCTION

Eventhough the country possesses impressive number of cattle population (192.45 million) within the world, yet their yielding capacity is very low due to poor feeding, breeding and management. If their breeding, feeding and management aspects are effectively supervised, the country can become one of the milk productive nations of the world, therefore, improvement in the existing cattle population is essential.

The prevailing practices in Rajasthan are, feeding of good quality feed only during lactation period, concentrates are mainly fed to cows at milking time, dependence on dry fodder, grazing during dry period, breeding of cows through natural service, extensive use of genetically inferior bulls for insemination of cows etc. These practices have made the cows low producers and uneconomical for farmers.

Selective breeding and judicious feeding are the tools, which the dairymen may adopt to increase the production of milk per cow. This can be achieved through rearing of cross-bred cows. The cross-

breeding with exotic breeds can only boost the milk production.

RESEARCH METHODOLOGY

The present study was undertaken in Jaipur district of Rajasthan because Jaipur district is one largest milk producer along with having 3rd position with regard to number of cross-bred cows among all the district of Rajasthan. Jaipur district comprises 13 Panchayat Samities, out of which Amber panchayat samiti was purposely selected because it has maximum number of cross-bred cows in Jaipur district.

RESULTS AND DISCUSSION

The association between adoption of improved practices in rearing cross-bred cows and the selected characteristic *viz.*, occupation, education, social participation, size of land holding, size of family and knowledge of farmers were tested with the help of "correlation coefficient" and the results have been presented in Table 1.

1. Occupation - The data presented in Table 1 show that the occupation of the respondents was

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positively and significantly associated with the adoption of improved practices in rearing cross-bred cows by the farmers. This might be due to the fact that majority of the respondents were cultivators, which helped them in rearing the animals.

Table 1. Factors Affecting the Adoption of Cross-Bred Cow Rearing Practices (n=90)

S. No.	Factors	Correlation coefficient
1	Occupation	0.675**
2	Education	0.811**
3	Social participation	0.581**
4	Size of land holding	0.709**
5	Size of family	0.141 ^{NS}
6	Knowledge	0.525**

** Significant at 1% level of significance

NS = Non significant

2. Education - The data presented in Table.1 show that the education was also positively and significantly associated with the adoption of improved practices in rearing cross-bred cows by the farmers. The significant relation of education with the adoption might be due to the fact that literate farmers could read and understand the written material regarding improved practices in rearing cross-bred cows which would have convinced them.

3. Social participation - The data presented in Table 1 show that cross-bred cows rearers degree of participation in social activities was found positively and significantly related with the adoption of improved practices in rearing cross-bred cows. This might be due to the fact that social participation provided an opportunity to farmers to widen their scope for interaction and discussion with others regarding their problems. This interaction might sometimes help the farmers in understanding the innovation and strengthening the already established positive opinion about improved technology.

4. Size of land holding - The data presented in Table.1 also establish the positive and significant association between adoption of improved practices in rearing cross-bred cows and size of land holding of the farmers. This could be attributed to the fact that the cross-bred cows requires more green and dry fodder and this requirement could well be met out if the farmers possessed their own land in sufficient measurement. That is why the farmers having large size of land holding were able to rear

cross-bred cows easily.

5. Size of family - The results revealed that the size of family was not significantly associated with the adoption of improved practices in rearing cross-bred cows by the farmers. The probable reason of this result could be that although farming is such a business in which all the family members contribute equally, the decision making power was still vested in the head of the family. Therefore, all the decisions in farming were influenced the head of the family.

6. Knowledge - The adoption of improved practices in rearing cross-bred cows by the farmers was positively and significantly associated with their knowledge. This could be attributed to the fact that adoption of any improved practice depends upon its accurate and upto date knowledge. This may be due to the fact that 80 per cent of the respondents possessed moderate to high knowledge about the improved practices in rearing cross-bred cows, the kind of relationship obtained here was quite expected.

CONCLUSION

It was observed that the education level of farmers and their occupation were the most important character for predicting the level of adoption of improved practices in rearing cross-bred cows by the farmers.

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