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Communication behavior of milk producers of Bulandshar district

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Abstract
The study was under taken in district Bulandshahar were selected purposively. A total number of 50 from 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. bulandshahar had cell phone (98.33%), followed by mobile (96%), T.V. (88%) respectively. It may be, therefore, concluded that the better position of communication media possession of bulandshahar dairy farmers.

Keywords: 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 hard. 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 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

Bulandsaher is western UP. This. It is considered to be the most climatically suitable area for agricultural practices and Western district Bulandshahr is situated between Ganga and Jamuna rivers was selected purposively for this study because of the district comes in eastern and western Utter Prades. 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. 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 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.

Result Discussion

Communication media possession

Table 1: Distribution of respondents according to communication media possession N=50

No.	Particular	Bulandshahr (district of Western U.P) (N=50)	
		No.	%
1.	Radio	39	78.00
2.	T.V.	44	88.00
3.	Tape recorder	03	06.00
4.	Telephone	10	20.00
5.	Cell phone	48	96.00
6.	Computer	10	20.00
7.	Agril. magazines	04	08.00
8.	General magazines	09	18.00
9.	Agril. books	01	02.00
10.	Newspaper	33	66.00
11.	V.C.D./D.V.D. player	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.

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 district bulandshahar dairy husbandry farmers.

Over all materials possession

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

S. No.	Categories (Scores)	Bulandshahr (District of Western U.P) (N=50)	
		No.	%
1.	Low (up to 17)	0	00.00
2.	Medium (18 to 59)	31	62.00
3.	High(60 and above)	19	38.00
	Total	50	100.00

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

The overall material possession was categorized into three main categories on the basis of scores as low (up to17), 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: Distribution of respondents according to social participation N=100

S. No.	Particulars	Bulandshahr (District of Western U.P) (N=50)	
		No.	%
1.	No participation	06	12.00
2.	Participation in one organization	23	46.00
3.	Participation in two organizations	17	34.00
4.	Participation in more than two organizations/office bearer	04	08.00
	Total	50	100.00

The Table-3 indicates that the majority of the 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 dairy husbandry farmers in one organization was found low.

Conclusion

The majority of 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.

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