

Attitudinal Change Through Integrated Rural Dairy Extension Programme

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An attitudinal change study on selected dairy farm practices has shown that majority of the respondents yielded a favourable attitude towards dairy farming due to inter-institutional integrated dairy extension programme, the relationship between adoption of milking practices and attitude change was found to be highly significant which may be further stressed in dairy development actions and in order to have a favourable relationship between fodder production, fertility-deworming practices and attitudinal change the efforts through integrated rural dairy extension programme do need to be continued for a longer span of time.

The widely accepted definition of attitude (Edwards, 1957) states that it is a degree of favourableness or unfavourableness towards the psychological object. This psychological component has been proved as determining factor in participation of the people in developmental programmes Salunke (1977) proved this phenomenon in small farmers development programmes whereas Sadamate. (1978) observed impact in tribal setting Lokhande (1973) found its effect in credit behaviour of the farmer and even in acceptance of message from mass communication media the attitude played a significant role (Singh, 1974). In the field of dairying the studies on the impact of attitude are limited (Bhanja and Dubey 1976 and Prakash 1979). Hence a probe of attitudinal change in dairy farming is of importance. The present investigation was planned with the following specific objectives: to study the attitude of respondents

towards dairy farming; to analyse the relationship between selected dairy farming practices and attitude score of the respondents; and, to work out and discuss useful implications from the findings of the study.

MATERIAL AND METHODS

The study was carried out in Malur Taluk of district Kolar Karnataka. A combined sample of 158 farmers with varied land holdings from 6 Villages constituted the targetted group. Bench mark survey of the area was undertaken and improved dairy farming practices were diffused to the selected groups by inter-organisational integrated approach. Awareness campaigns, film shows, demonstrations, group meetings and training programmes were organised for this purpose. The exposure of this nature was repeated to reinforce the matter and continued for a year. At the year end the attitudinal

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change was measured by a specially designed instrument collecting the relevant attitude statements pertaining to dairy farming.

The collected statements were validated for the content they were supposed to represent. Finally ten statements were selected representing both favourable and unfavourable responses (Scale at the end, Prakash (1979) modified). The respondents were asked to give their choice to the statements on agree, undecided and disagree continuum with a respective weightage of 1, 2 and 3 for positive statement with a reverse weightage in negative one. The attitude scores for the respondents were calculated by getting the combined product for ten statements. The data so collected was further analysed and the findings are presented below,

RESULTS AND DISCUSSION.

The attitude scores of the respondents towards dairy farming were arranged in descending order, simple average was worked out to split the score into favourable (above average) and unfavourable (below average categories) and the data is presented in Table I

TABLE I Attitude of the respondents towards dairy farming (N=158)

S.No.	Specification	Frequency	Percentage
1.	Favourable Attitude	86	54.43
2.	Unfavourable Attitude	72	45.57

It could be seen from above table that majority of the respondents (54.43%) have indicated favourable attitude towards dairy farming. The unfavourable attitude in this regard was indicated by 45.57% of the respondents. The point of implication could be drawn from the above results that the integrated dairy development efforts could produce the desirable change in the attitude of the farmers. The programme of this nature, if continued for a longer span of time, may further add in yielding a highly favourable attitude towards acceptance of dairy farming.

The data was further probed to find out the relationship between adoption score in selected (milking, fodder production and fertility-deworming) dairy development practices and attitudinal change score. The χ^2 test was applied for this purpose and the results regarding milking practices are presented in Table II.

TABLE-II Relationship between adoption of milking practices and attitude score (N=158)

S.No.	Adopting Frequency	Attitude particulars	χ^2
1.	66	Favourable (86)	11.11**
2.	8	Unfavourable (72)	

It is interesting to note that there appeared a high significant relationship between adoption of improved milking practices and attitude change. This was ratified by χ^2 value significant at 0.01 level of probability. It indicates that favourable attitude may lead to the acceptance of improved dairy techno-

logy. In other words acceptance of improved milking practice has brought additional benefits to the farmers leading to form favourable attitude. This relationship may further be exploited for introducing improved dairy technologies by well planned efforts for longer duration.

The relationship between adoption of fodder production practices and attitude score was also tested by X^2 test and the results are presented in Table III.

TABLE-III Relationship between adoption of fodder production practices and attitude score (N=158).

S.No.	Adoption Frequency	Attitude score particulars	X^2
1.	28	Favourable (86)	0.39NS
2.	7	Unfavourable (72)	

It could be seen from the Table III. that the relationship observed to be of non-significant nature, meaning thereby that the adoption of improved fodder production practices may or may not change the attitude of farmers. This phenomenon might have appeared due to the fact that fodder production programme needs much of input supplies like slips/seeds, fertilizers, irrigation, etc. The increased inputs supply may form a positive attitudinal change. Thus, it may pose a challenging task to the developmental workers to bring about a favourable change in the relationship between acceptance of fodder production practices and attitude score.

Further the adoption of fertility-deworming practices and attitudinal score was subjected to X^2 test to find out the relationship between them and the results are presented in Table.IV

TABLE-IV Relationship between adoption of fertility-deworming practices and attitude score (N=158)

S.No.	Adoption frequency	Attitude score particulars	X^2
1.	83	Favourable (86)	2.94NS
2.	40	Unfavourable (72)	

NS=Non-Significant

It could be observed from the above table that like fodder production practices the relationship found to be of non-significant nature. The percentage of respondents adopting fertility-deworming practices was quite high but the desired attitudinal change may not have been produced due to shorter time span of the programme. The continued efforts on these lines may result into a desired attitude change towards fertility-deworming practices.

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