

## ATTITUDE OF DAIRY FARMERS TOWARDS INDIGENOUS AND EXOTIC DAIRY BREEDS OF CATTLE

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### ABSTRACT

Dairy farming is often advocated as an important livelihood option to increase the income of mixed farms and, therefore, to contribute to poverty alleviation in rural areas. Holstein Friesian and Jersey crossbreds are being widely introduced in the state of Gujarat in India. Crossbreds fit into the farming systems of majority of dairy farmers. Kankrej is the local breed famous for its dual purpose in north Gujarat area. The study was conducted in Banaskantha District of Gujarat state. Three talukas of Banaskantha District viz; Palanpur, Vadgam and Amirgadh having more number of indigenous and exotic breeds of cattle were selected for the present study. Five villages from each taluka were selected randomly further ten dairy farmers having indigenous and exotic breeds of cattle were selected randomly from each village consisting a sample of total 150 dairy farmers for the present study. The attitude of dairy farmers towards indigenous cattle was measured with the help of scale developed by Patel and Chauhan (2017) with due modification. Whereas, attitude of dairy farmers towards exotic cattle was measured with the help of scale developed by Patel and Chauhan (2017) with due modification. The result regarding attitude of the dairy farmers towards indigenous cattle indicated that majority of dairy farmers had agree with indigenous cow is competent cow to get higher milk production, raising indigenous cow is feasible to even common farmer, adopting indigenous cow is the wise approach to get better income and indigenous cow is the best dual purpose breed for milch and agricultural work. While attitude of the dairy farmers towards exotic cattle indicated that majority of dairy farmers had agree with adopting exotic cow is a profitable venture, adopting exotic cow farmers can improve their economical condition, adopt exotic cow as a dairy animal and adoption of exotic cow is possible to even an average marginal farmer.

**Keywords :** dairy farmers, indigenous and exotic breed, cattle

### INTRODUCTION

Dairy farming is often advocated as an important livelihood option to increase the income of mixed farms and, therefore, to contribute to poverty alleviation in rural areas. The average milk yield per day from exotic/crossbred cows in India as a whole was 7.15 Kg. during 2014-15. Whereas, the average milk yield per day from exotic/crossbred cows in Gujarat was 9.08 Kg. during 2014-15. It was 1.93 Kg. higher than the average milk yield per day from exotic and crossbred cows in India as a whole. In percentage terms, average milk yield per day from exotic/crossbred cows was higher by 26.99% as compared to All India yield during 2014-15. Holstein Friesian and Jersey crossbreds are being widely introduced in the state of Gujarat in India. Crossbreds fit into the farming systems of majority of dairy farmers. Kankrej is the local breed famous for its dual purpose in north Gujarat area. The dairy farmers of North Gujarat kept both indigenous and exotic breed why? Hence, to know the attitude of dairy

farmers towards indigenous and exotic breed. The study was conducted in Banaskantha District of Gujarat state.

### OBJECTIVES

- (1) To measure attitude of the dairy farmers towards indigenous cattle
- (2) To measure attitude of the dairy farmers towards exotic cattle

### METHODOLOGY

The study was conducted in Banaskantha District of Gujarat state. Three talukas of Banaskantha District viz; Palanpur, Vadgam and Amirgadh having more number of indigenous and exotic breeds of cattle were selected for the present study. Five villages from each taluka were selected randomly further ten dairy farmers having indigenous and exotic breeds of cattle were selected randomly from each

village consisting a sample of total 150 dairy farmers for the present study. The attitude of dairy farmers towards indigenous cattle was measured with the help of scale developed by Patel and Chauhan (2017) with due modification. Whereas, attitude of dairy farmers towards exotic cattle was measured with the help of scale developed by Patel and Chauhan (2017) with due modification.

**RESULTS AND DISCUSSION**

**Attitude of the dairy farmers towards indigenous cattle**

According to Turnstone (1946) attitude is the

degree of positive or negative affect associated with some psychological objects like symbol, phrase, slogan, person, institution, idea towards which people can differ in varying degrees. In the present study attitude was operationalized as positive or negative feeling of dairy farmers towards indigenous cattle. For measuring attitude scale developed by Patel and Chauhan (2017) with due modification was used. The attitude of dairy farmers towards indigenous cattle was depicted in the Table 1.

**Table 1 : Attitude of the dairy farmers towards indigenous cattle**

(n=150)

Sr. No.	Attitude statements	Mean score	Rank
1	I think that indigenous cow is competent cow to get higher milk production	1.88	I
2	I feel that raising indigenous cow is feasible to even common farmer	1.80	II
3	Adopting indigenous cow is the wise approach to get better income	1.76	III
4	I believe that indigenous cow is the best dual purpose breed for milch and agricultural work	1.70	IV
5	I think that wise animal keeper is one, who keeps indigenous cow	1.64	V
6	I think raising indigenous cow is practical only in the North Gujarat	1.28	VI
7	I understand that indigenous cow keeping is expensive	1.20	VII
8	I visualize limited scopes of indigenous cow as compared to foreign breed	1.16	VIII

The data presented in Table 1 regarding statement wise attitude of the dairy farmers towards indigenous cattle revealed that, ‘Indigenous cow is competent cow to get higher milk production’ ranked first with mean score 1.88 followed by ‘raising indigenous cow is feasible to even common farmer’ and ‘Adopting indigenous cow is the wise approach to get better income’ ranked second and third with mean score 1.80 and 1.76, respectively.

Further, it can be indicate that dairy farmers told regarding attitude were, ‘indigenous cow is the best dual purpose breed for milch and agricultural work’ (mean score 1.70) and ‘I think that wise animal keeper is one, who keeps indigenous cow’ (mean score 1.64) ranked fourth and fifth.

With regard to attitude dairy farmers said that ‘indigenous cow is practical only in the North Gujarat’ (mean score 1.28), ‘I understand that indigenous cow keeping is expensive’ (mean score 1.20) and ‘limited scopes of indigenous cow as compared to foreign breed’ (mean score 1.16) ranked sixth, seventh and eighth, respectively.

**Attitude of the dairy farmers towards exotic cattle**

According to Turnstone (1946) attitude is the degree of positive or negative affect associated with some psychological objects like symbol, phrase, slogan, person, institution, idea towards which people can differ in varying degrees. In the present study attitude was operationalized as positive or negative feeling of dairy farmers towards exotic cattle. For measuring attitude scale developed by Patel and Chauhan (2017) with due modification was used. The attitude of dairy farmers towards exotic cattle was depicted in the Table 2

The data presented in Table 2 regarding statement wise attitude of the dairy farmers towards exotic cattle revealed that, ‘adopting exotic cow is a profitable venture’ ranked first with mean score 1.84 followed by ‘adopting exotic cow farmers can improve their economical condition’, ‘adopt exotic cow as a dairy animal and ‘adoption of exotic cow is possible to even an average marginal farmer’ ranked second, third and fourth with mean score 1.82, 1.74 and 1.66, respectively.

Table 4 : Attitude of the dairy farmers towards exotic cattle

(n=150)

Sr. No.	Attitude statements	Mean score	Rank
1	I am confident that adopting exotic cow is a profitable venture	1.84	I
2	I think that adopting exotic cow farmers can improve their economical condition	1.82	II
3	I like to adopt exotic cow as a dairy animal	1.74	III
4	I think that adoption of exotic cow is possible to even an average marginal farmer	1.66	IV
5	I feel that there is bright future exotic cow rearing in India	1.24	V
6	I dislike advising anyone to be exotic cow keeper	1.18	VI

With regard to attitude dairy farmers said that 'there is bright future for exotic cow rearing in India' (mean score 1.24) and 'I dislike advising anyone to be exotic cow keeper' (mean score 1.18) ranked fifth and sixth.

### CONCLUSION

Attitude of the dairy farmers towards indigenous cattle indicated that majority of dairy farmers had agree with indigenous cow is competent cow to get higher milk production, raising indigenous cow is feasible to even common farmer, adopting indigenous cow is the wise approach to get better income, indigenous cow is the best dual purpose breed for milch and agricultural work, I think that wise animal keeper is one, who keeps indigenous cow.

Attitude of the dairy farmers towards exotic cattle indicated that majority of dairy farmers had agree with adopting exotic cow is a profitable venture, adopting exotic cow farmers can improve their economical condition, adopt

exotic cow as a dairy animal and adoption of exotic cow is possible to even an average marginal farmer.

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