https://doi.org/10.56572/gjoee.2022.34.1.0029 Gujarat Journal of Extension Education Vol. 34 : Issue 1 : December 22

WILLINGNESS TO ADOPT DAIRY FARMING AMONG YOUNG WOMEN

K. S. Ninama,[1] Hemlata Saini[2] and R. A. Gamit[3]

1&3 M Sc. Student, Dept. of Agril. Extension & Communication, BACA, AAU, Anand-388110
2 Assistant Professor, Dept. of Agril Extension & Communication, BACA, AAU, Anand-388110
Email: komalninama51@gmail.com

ABSTRACT

The research study was conducted among randomly selected 120 young woman memebrs of dairy farmers of Anand district to measure their willingnesss to adopt dairy farm. The anand district carries eight talukas, out of which five were selected on the basis of highest milk production for making a composition of 120 young woman members of dairy farming. The result indicated that half (50.83 per cent) of the young woman members had a high level of willingness to adopt dairy farming followed by 35.83 per cent with a medium level of willingness and 10.00 per cent with a low level of willingness. Only 3.34 per cent of the respondents had a very high level of willingness to adopt dairy farming. Independent varibles Land holding, herd size, extension contact, economic motivation, achievement motivation, self-confidence, scientific orientation, innovativeness, attitude towards dairy as an occupation and knowledge of dairy farming had positive and highly significant correlation with their willingness to adopt dairy farming.

Keywords: young, women members, adopt, dairy farming, willingness

INTRODUCTION

In developing nations, women are essential to the growth of dairy farming. Along with other regular household duties, they have long participated in dairy farming tasks, but their contributions have never been acknowledged and they have always worked in the background. Additionally, our youth are becoming less interested in careers in agriculture and related fields. The youth, who make up one-fifth of India's population, are moving from rural to urban areas in search of better employment opportunities and living circumstances. Instead of serving as "job suppliers," they are increasingly serving as "work seekers." Growth in the dairy sector will help young people maintain their interest in agriculture while also empowering and employing young women. Numerous youth-led initiatives have shaped the dairy industry's future. Thus, the best way to promote the growth of the dairy industry may be to explore their interest in dairy farming. The willingness of the young female members to start a dairy farm needs to be investigated in this situation. The gap between young women member of dairy farmers functioning in dairy sectore as compared to household work which is beginning in the functioning and protecting the dairy farming. So, it was important to study**"**willingness to adopt dairy farming among young women**".**

OBJECTIVE

To know the willingness to adopt dairy farming among young women

METHODOLOGY

The present study was carried out in the Anand district of Gujarat State. Anand district consists of eight talukas, out of which, five talukas viz. Anand, Borsad, Petlad, Sojitra and Tarapur were selected on the basis of highest milk production. Two villages from each taluka were selected randomly. Thus, ten villages were selected. Twelve young women (below the age of 35) were selected randomly from each selected village and a total of 120 women were selected to serve as the respondents for the study. Ex-post facto research design was used for the study.

RESULTS AND DISCUSSION

The results along with appropriate discussion been presented in main following heads as profile of young woman memebrs of dairy farmers**,** overall willingness to adopt dairy farming among young women and association between profile of the young women members and their willingness to adopt dairy farming**.**

Table 1: Profile of the DD Kisan channel viewing farmers (n=120)

Sr. No.	Variable	Category	Frequency	Percentage
1	**Education**	Illiterate	00	00.00
		Secondary (9th and 10th standard)	24	20.00
		Primary (Up to 8th standard)	43	35.83
		Higher secondary (11th and 12th standard)	34	28.33
		Graduate	14	11.67
		Post-graduate	05	04.17
2	**Size of family**	Small family (Up to 3 mmebers)	70	58.34
		Medium family (4 to 6 members)	46	38.33
		Large family (Above 6 members)	04	03.33
3	**Size of land holding**	Landless	07	05.83
		Marginal (Up to 1.00 ha)	85	70.83
		Small (1.01 to 2.00 ha)	22	18.33
		Medium (2.01 to 4.00 ha)	04	03.34
		Large (Above 4.00 ha)	02	01.67
4	**Family annual income**	Very Low (up to ₹ 1,00,000)	24	20.00
		Low (₹ 1,00,001 to ₹ 2,00,000)	58	48.33
		Medium (₹ 2,00,001 to ₹ 3,00,000)	27	22.50
		High (₹ 3,00,001 to ₹ 4,00,000)	09	07.50
		Very High (above ₹ 4,00,000)	02	01.67
5	**Herd size**	Small (Up to 3 milch animals)	94	78.33
		Medium (4 to 6 milch animals)	22	18.33
		Large (Above 6 milch animals)	04	03.34
6	**Occupation**	Animal husbandry	00	00.00
		Animal husbandry + Labour	07	05.83
		Animal husbandry + Agriculture	38	31.67
		Animal husbandry + Agriculture + Labour	57	47.50
		Animal husbandry + Agriculture+ Service	11	09.17
		Animal husbandry +Agriculture + Business	07	05.83
7	**Agricultural mass media exposure**	Very low (Up to 2.40 score)	23	19.17
		Low (2.41 to 4.80 score)	84	70.00
		Medium (4.81 to 7.20 score)	13	10.83
		High (7.21 to 9.60 score)	00	00.00
		Very high (Above 9.60 score)	00	00.00
8	**Extension contacts**	Very low (Up to 04 score)	24	20.00
		Low (05 to 08 score)	47	39.17
		Medium (09 to 12 score)	38	31.67
		High (13 to 16 score)	11	09.16
		Very high (Above 16 score)	00	00.00
9	**Economic motivation**	Very low (06.00 to 10.80 score)	00	00.00
		Low (10.81 to 15.60 score)	00	00.00
		Medium (15.61 to 20.40 score)	31	25.83
		High (20.41 to 25.20 score)	84	70.00
		Very high (25.21 to 30 score)	05	04.17

Sr. No.	Variable	Category	Frequency	Percentage
10	**Achievement motivation**	Very low (06.00 to 10.80 score)	00	00.00
		Low (10.81 to 15.60 score)	02	01.67
		Medium (15.61 to 20.40 score)	34	28.33
		High (20.41 to 25.20 score)	79	65.83
		Very high (25.21 to 30 score)	05	04.17
11	**Self-confidence**	Very low (09.00 to 16.20 score)	00	00.00
		Low (16.21 to 23.40 score)	12	35.83
		Medium (23.41 to 30.60 score)	62	51.67
		High (30.61 to 37.80 score)	43	10.00
		Very high (37.81 to 45 score)	03	02.50
12	**Scientific orientation**	Very low (09.00 to 16.20 score)	02	01.67
		Low (16.21 to 23.40 score)	08	06.67
		Medium (23.41 to 30.60 score)	61	50.83
		High (30.61 to 37.80 score)	45	37.50
		Very high (37.81 to 45 score)	04	03.33
13	**Innovativeness**	Very low (06.00 to 10.80 score)	00	00.00
		Low (10.81 to 15.60 score)	17	14.17
		Medium (15.61 to 20.40 score)	74	61.66
		High (20.41 to 25.20 score)	23	19.17
		Very high (25.21 to 30 score)	06	05.00
14	**Attitude**	Strongly unfavourable (10 to 18 score)	00	00.00
		Unfavourable (19 to 26 score)	02	01.67
		Moderate (27 to 34 score)	33	27.50
		Favourable (35 to 42 score)	64	53.33
		Strongly favourable (43 to 50 score)	21	17.50
15	**Knowledge**	Very low (Up to 20.00 score)	06	05.00
		Low (20.01 to 40.00 score)	30	25.00
		Medium (40.01 to 60.00 score)	68	56.67
		High (60.01 to 80.00 score)	16	13.33
		Very high (Above 80 score)	00	00.00

Table 1 indicates that More than one-third (35.83 per cent) of young woman members have completed a secondary level of education, followed by a higher secondary level of education (28.33 per cent), a primary level of education (20.00 per cent), a graduate-level of education (11.67 per cent), post-graduate level of education (4.17 per cent) and none of them were observed to be illiterate, while Less than three-fifth (58.34 per cent) of the young woman members came from small families, followed by 38.33 per cent, 03.33 per cent had medium, large size of family, respectively while, more than two-third (70.83 per cent) of the family of young woman members had marginal size land holdings, *i.e.* up to 1.00 ha, followed by small size landholdings (18.33 per cent), *i.e.* 1.01 to 2.00 ha, landless (5.83 per cent), medium-size land holdings (3.34 per cent), *i.e.* 2.01 to 4.00 ha and only 1.67 per cent of respondents were found to have large size land holdings, *i.e.* above 4.00 ha. Less than half (48.33 per cent) of the family of young woman members belonged to low level annual income group (1.01 lakh to 2.00 lakh) followed by medium (2.01 to 3.00 lakh), low (Up to 1.00 lakh), high (3.01 to 4.00 lakh), very high (above 4.00 lakh) with 22.50 per cent, 20.00 per cent 7.50 per cent, 1.67 per cent, respectively while majority (78.33 per cent) of the family of young woman members had small herd size (Up to 3 milch animals) followed by medium (18.33 per cent), *i.e.* 4 to 6 milch animals and high herd size (3.34 per cent) *i.e.* above 6 milch animals.

Also, less than half (47.50 per cent) of the family of young woman members had Animal husbandry + Agriculture + Labour as their main occupation, followed by Animal husbandry + Agriculture, Animal husbandry + Agriculture + Service, Animal husbandry + Agriculture + Business, Animal husbandry + Labour as their occupations with 31. 67 per cent, 09.17 per cent, 05.83 per cent, 05.83 per cent, respectively and none of them were observed to have only animal husbandry as their main occupation. Slightly more than two-thirds (70.00 per cent) of the young woman

members had low agricultural mass media exposure followed by very low, medium agricultural mass media exposure with 19.17 per cent. 10. 83 per cent, respectively while, none of them observed to have high and very high agricultural mass media exposure. More than one-third (39.17 per cent) of the respondents had a low level of extension contact, followed by a medium, very low and high level of extension contact with 31.67 per cent, 20.00 per cent and 9.16 per cent, respectively and none of the respondents were found to have a very high level of extension contact, more than two-thirds (70.00 per cent) of the young woman members fall under a high level of economic motivation whereas, 25.83 per cent and 4.17 per cent of them had a medium and very high level of economic motivation, respectively and none of them had a very low and low level of economic motivation, slight less than two-thirds (65.83 per cent) of the young woman members fall under the high level of achievement motivation, followed by medium (28.33 per cent), very high (4.17 per cent) and low (1.67 per cent) level of achievement motivation while none of the young woman found to have a very low level of economic motivation.

Slightly more than one-half (51.67 per cent) of the young woman members fall under a medium level of self-confidence, followed by low (35.83 per cent), high (10.00 per cent) and very high (2.50 per cent) self-confidence category. None of the respondents were found to have a very low level of self-confidence, slightly more than half (50.83 per cent) of the young woman members fall under the medium level of scientific orientation, followed by high (37.50 per cent), low (6.67 per cent), very high (3.33 per cent) and very low (1.67 per cent) level of scientific orientation, slightly more than three-fifth (61.66 per cent) of the young woman members fall under a medium level of innovativeness whereas, 19.17 per cent ,14.17 percent and 5.00 per cent of them had a high, low and very high level of innovativeness, respectively. No one was found to have a very low level of innovativeness, more than half (53.33 per cent) of the young woman members belonged to a high level of attitude, followed by medium (27.50 per cent), very high (17.50 per cent) and low level of attitude (1.67 per cent). No one was found with verylow level of attitude towards dairy as an occupation, more than half (56.67 per cent) of the young woman members had a medium level of knowledge about dairy farming followed by 25.00 per cent with a low level of knowledge and 13.33 per cent with a high level of knowledge. Only 5.00 per cent of the respondents had a very low level of knowledge aboutdairy farming, while none of the respondents were found to have a very high level of knowledge about dairy farming. Data showing the willingness to adopt dairy farming among young women presented in Table 2. The results were supported by Chandravadia *et. al.* (2018) and Khatri (2020).

Table 2: Willingness to adopt dairy farming among young women (n=120)

Sr. No.	Category	Frequency	Per cent
1	**Very Low** (Up to 20 % score)	00	00.00
2	**Low** (21 to 40 % score)	12	10.00
3	**Medium** (41 to 60 % score)	43	35.83
4	**High** (61 to 80 % score)	61	50.83
5	**Very High** (Above 80 % score)	04	03.34

Table 2 indicates that slightly more than half (50.83 per cent) of the young woman members had high level of willingness to adopt dairy farming, followed by 35.83 per cent, 10.00 per cent and 3.34 per cent with medium, low and very high willingness to adopt dairy farming, respectively. The similar findings have been reported by Onima (2017).

Table 3: Relationship between profile of the young woman members with their willingness to adopt dairy farming (n=120)

Sr. No.	Independent Variables	('r 'value)
X_1	**Education**	-0.234**
X_2	**Size of family**	0.013
X_3	**Size of land holdings**	0.284**
X_4	**Family annual income**	0.055
X_5	**Herd size**	0.262**
X_6	**Occupation**	-0.121
X_7	**Agricultural mass media exposure**	-0.084
X_8	**Extension contacts**	0.301**
X_9	**Economic motivation**	0.434**
X_{10}	**Achievement motivation**	0.321**
X_{11}	**Self-confidence**	0.311**
X_{12}	**Scientific orientation**	0.317**
X_{13}	**Innovativness**	0.366**
X_{14}	**Attitude**	0.655**
X_{15}	**Knowledge**	0.545**

***** Significant at 0.05 per cent level of probability
****** Significant at 0.01 per cent level of probability

Table 3 reveals that out of total fifteen independent variables, ten variables *viz.* land holding, herd size, extension contact, economic motivation, achievement motivation, self-confidence, scientific orientation, innovativeness, attitude towards dairy as an occupation and knowledge of dairy farming had positive and highly significant correlation with their willingness to adopt dairy farming. Education

had negative and highly significant co- relation with their willingness to adopt dairy farming, whereas size of family, family annual income, occupation and agricultural mass media exposure failed to show any co-relation with their willingness to adopt dairy farming. The similar findings have been reported by Shafi *et al.,* (2021a & 2021b), Shafi & Chauhan (2021), Khatri (2020).

CONCLUSION

The study has identified the willingness to adopt dairy farming among young women. The results show that more than half of the young woman members had high level of willingness to adopt dairy farming. Also, more than one-third of the respondents had medium and very high level of willingness. So, for increasing their willingness ASCI trainings should be provided and factors, which influence the willingness of young woman members to adopt dairy farming should be reckoned with while designing any program of plan communication. The findings of the study explained that the use of agricultural mass media and extension contact were low. Therefore, content should be made in a way that everyone finds it interesting to access and extension programs should also be focused on catching the attention of young women members. The study also found that there were woman members with medium self- confidence and scientific orientation. So, the focus of extension agencies should be on enhancing their efficiencies and skills related to dairy farming so that their self-confidence and positivism towards science, can be developed.

CONFLICT OF INTEREST

No conflict of interest among researchers.

REFERENCES

Chandravadia, K., Bariya, M. K. & Kumbhani, S. (2018). Farm women's characteristics and their correlation toward decision making process with respect to animal husbandry practices in Junagadh district of Gujarat state. *Guj. J. Ext. Edu.*, 29 (1), 89-92.

Onima, V. T. (2017). *Determinants of farmers towards abandoning their agriculture* (*Doctoral thesis*, Navsari Agricultural University, Navsari).

Shafi, Mahammad R. SK., Chauhan, N. B. and Vinaya Kumar H. M. (2021a) Predictable characteristics of young dairy farmers in shaping their animal husbandry workability. *Guj. J. Ext. Edu.* 32(2):209-211.

Shafi, Mahammad R. Sk., Chauhan, N. B. and Vinaya Kumar H. M. (2021b) Responsible factors to encourage dairy farmers' sons to avail training on animal husbandry. *Guj. J. Ext. Edu.* 32(1):202-205.

Received : September 2022 : Accepted : November 2022