INTRODUCTION

Government at state as well as centre level started different dairy development programmed like Key Village Scheme, intensive cattle development programme (ICDP), Small farmers development agency (SFDA) and Operation Flood. The general objective of all these programmes were to improve the cattle and thereby, enhance milk production per unit through effective breeding, disease control measures, proper marketing facilities and supply of feeds and fodder seeds through rural dairy extension services and supplies. Dairying is rural land based servicing and gender neutral enterprise. It offers more favorable opportunity of employment and provides constant source of income for rural farm households. Moreover, it is scale neutral and spread all over the country. Dairy animals also function as an important converter of crop residues into essential nutrition for many soils more fertile. Despite, dairy members were exploited at all levels and by all means.

The milk production has increased substantially with the efforts of the operation flood programme started in 1970. Despite this constraint, India has now become a largest producer of milk in the world. The development of dairy industry in our country has been acknowledged the world over as one of the most successful development programmes in world (The Economic Times 27 Jul, 2010).

Rajasthan co-operative dairy federation consists of 19 milk unions. These milk unions cover the 33 districts in the state. District co-operative unions provide extension services like breeding (A.I.) and animal health care including vaccination mobile clinics. Out of nineteen (19) milk unions, "Uttari Rajasthan Sahkari Dugdh Utpadak Sangh Limited" (URMUL) or Bikaner dairy union was established in August 28, 1972. The objective was to ameliorate the socio-

"Adoption of Improved Animal Husbandry Practices by the Members and Non-Members of Dairy Cooperative Societies in Bikaner"

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The present investigation was concerned with Uttari Rajasthan Sahkari Dugdh Utpadak Sangh Limited (URMUL) Bikaner of Rajasthan to find out the adoption of improved animal husbandry practices by the farmer in the district. URMUL dairy Bikaner rank sixth in terms of milk collecting union and consist of 32 milk procurement routes, out of which eight routes and one dairy cooperative society were selected on the basis of highest milk collection routes. The information was gleaned from 160 respondents i.e. 80 members and 80 non-members by applying random technique. It was found that (42.50 %) of dairy cooperative member were fall under medium adoption category where as fall under low level of adoption improved animal husbandry practices majority of (56.25%) few of non-member was fall under low level. The members were adopting improved animal husbandry practices up to 57.51 percent whereas non-members were adopting the same up to 42.20 percent. There was significant difference in the extent of adoption of improved animal husbandry practices by member and non-member respondents. Further, the higher adoption was observed in case of management practices by both members and non-members. While lowest adoption was observed in case of health care practice of animals in Bikaner of Rajasthan.

Keywords: Animal husbandry, adoption, dairy cooperative societies and URMUL

INTRODUCTION

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economic status of the rural population by providing them animal husbandry services and market for their milk at the doorstep irrespective of their difficult geographical conditions. Hence, a comparative analysis of members and non-members of dairy cooperative societies was carried out to find the adoption of animal husbandry practices in the study area.

MATERIALS AND METHODS

The present study was undertaken in Bikaner district of Rajasthan. The investigation was concerned with URMUL, which is the largest milk collecting union in arid region of northern Rajasthan which collected 6.88 lakhs liter milk/day. URMUL dairy Bikaner consist of 32 milk procurement routes/dairy co-operative societies, out of which eight societies were selected on the basis of highest milk collection routes. For the selection of respondents from each selected dairy co-operative society, 10 members and 10 non-members of dairy co-operative societies were selected by applying systematic random technique. This way, the total sample consisted of 160 respondents i.e. 80 members and 80 non-members respondents.

The adoption behaviour was calculated by using following formula

\[
\text{Adoption} = \frac{\text{Obtained score}}{\text{Total obtainable score}} \times 100
\]

RESULTS AND DISCUSSION

Distribution of respondents on the basis of adoption score

The range of adoption score obtained by the member and non-member of respondents were found wide spread. In order to have a closer look, the scores were divided into three categories based on mean and SD, and results have been presented in Table 1.

It was observed that the overall 16.25 per cent respondents were high adopter, 40.00 per cent medium adopter and 43.75 per cent respondents were in the low adopter's category of improved animal husbandry practices. The findings are in conformity with that of Walia (1990) who found that the members of dairy cooperative society were high adopters than the non-members in different area of improved animal husbandry practices.

In case of member respondents, 26.25 per cent were in the category of high adopter, 42.50 per cent medium adopter and 31.25 per cent members were in the category of low adopter of improved animal husbandry practices. On the other hand, in case of non-members, majority 56.25 per cent of the respondents belonged to low adopter category followed by medium adopter and high adopter category with 37.40 per cent and 6.25 per cent respondents, respectively. The finding indicates that member farmers were adopting improved animal husbandry practices.

| Table- 1: Distribution of member and non-member respondents on the basis of adoption of improved animal husbandry practices |
|---|---|---|---|
| S.No. | Adoption level | Member (n=80) (%) | Non-member (n=80) (%) | Pooled (N=160) (%) |
| 1 | Low (Mean-SD=below 12 score) | 31.25 | 56.25 | 43.75 |
| 2 | Medium (Mean-SD to Mean +SD =12 to 24 score) | 42.50 | 37.40 | 40.00 |
| 3 | High (Mean +SD=above 24 score) | 26.25 | 6.25 | 16.25 |

| Table 2 Extent of adoption of improved animal husbandry practices by member and non-member respondents (N=160) |
|---|---|---|---|---|---|
| S.No. | Improved practices | Member of DCSs (n=80) | Non-member of DCSs (n=80) | Pooled (N=160) | 'Z' value |
| 1 | Breeding | 59.11 | 44.46 | 51.78 | 4.22** |
| 2 | Feeding | 56.72 | 44.42 | 50.57 | 4.62** |
| 3 | Management | 63.38 | 45.56 | 54.47 | 5.05** |
| 4 | Health care | 50.83 | 34.38 | 42.60 | 3.42** |
| Overall | 57.51 | 42.20 | 49.86 | 4.33** |

** Significant at 1 per cent level of significance
more animal husbandry practices as compared to non-members in the study area. Similar results were also reported by Khan and Chouhan (2005).

**The adoption of improved animal husbandry practices**

The Table 2 shows that DCSs members were adopting improved animal husbandry practices up to 57.51 per cent whereas non-members were adopting the same up to the extending 42.20 per cent. Further, table reveals that the higher adoption was observed in case of management practices by both members (63.38%) and non-members (45.50%). While lowest adoption was observed in case of health care practice of animals. The findings were logically justified as farmers explained that due to complex nature, health care practices were having low extent of adoption. The overall extent of adoption of improved animal husbandry practices was almost 50.00 per cent in the study area, which is known as good adoption. On the basis of findings it is safe to conclude that URMUL dairy doing good job in dissemination of animal husbandry practices in the study area.

A cursory look on Table 2 reveals that calculated value of ‘z’ was greater than its tabulated value at one percent level of probability for all improved animal husbandry practices. This call for rejection of null hypothesis leading to conclusion that there existed significant difference in adoption between member and non member respondents regarding all four practices of improved animal husbandry in the study area.

Thus, this is proved evidently that the adoption of improved animal husbandry practices was more among members of DCSs compared to non-member respondents. It may be due to the fact that member beings in continuous touch with the dairy personnel’s and they might have acquired sufficient skills pertaining to improved animal husbandry practices. Thus they are more likely to practices the learnt skills in their dairy society. These findings are confirmed with findings of Singh et al. (2003) who concluded that a higher percentage of members had medium level of adoption regarding recommended dairy management practices.

**CONCLUSIONS**

It may be concluded that the majority of dairy members were in medium adoption group followed by low and high adoption group, respectively. Relatively more number of DCSs members fell in medium adoption group as compared to non-members. Both type of respondents adopted, management, breeding and feeding practices to a large extent. Minimum adoption was found in health care aspect of improved animal husbandry practices. There was significant difference in the extent of adoption of improved animal husbandry practices by member and non-member respondents.

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