Full Length Article

CORRELATION OF ADOPTION OF FODDER DEVELOPMENT SCHEME (OPGK) WITH SOCIO-PROFILE CHARACTERISTICS OF DAIRY FARMERS IN SRIKAKULAM DISTRICT OF ANDHRA PRADESH

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ABSTRACT

The livestock sector has a good growth potential. One of the major challenges is huge shortage of fodder, more so during drought situations and in summer. As part of fodder security policy, government of Andhra Pradesh has started Ooruraa Pasu Graasa Kshetralu (OPGK) scheme. It is felt necessary to study the influencing factors for adoption and hence the study entitled "Correlation of adoption of OPGK scheme with socio-profile characteristics of dairy farmers in Srikakulam district of Andhra Pradesh" was undertaken. Respondents from each of the six mandal's of Srikakulam district formed a sample size of 120 farmers.. Correlation coefficient (r) computed showed that, age, socio-economic status, social participation, innovativeness, mass media exposure, extension contact, economic orientation, achievement motivation and risk orientation were the influencing factors for adoption of OPGK scheme.

Keywords: Adoption, Correlation, Fodder development, Ooruraa Pasu Graasa Kshetralu (OPGK)

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INTRODUCTION

In Indian economy, livestock sector plays an important role and is an important sub-sector of Indian agriculture. Livestock production and agriculture are intrinsically linked with each other. Both are crucial for overall food security of the nation. In this context livestock sector has a good growth potential. However, further growth of the sector is mainly dependent upon availability of fodder and on breed improvement. One of the major challenges is huge shortage of fodder, more so during drought situations and in summer. In this context, a comprehensive fodder security policy to increase production and to ensure faster growth of the livestock

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sector is inevitable. As part of fodder security policy, government of Andhra Pradesh has started Oorura Pasu Graasa Kshetralu (OPGK) scheme. The main aim of OPGK is to increase milk production, by mitigating fodder deficit through fodder production and making it available to livestock farmers @ Rs 1/- per kg. The fodder varieties recommended under OPGK are maize, jowar, Co-4 and APBN. The success of the programme depends on the extent of adoption of the OPGK scheme by the dairy farmers. In this context it was felt necessary to study the influencing factors on adoption of the scheme. Hence, the study entitled "Correlation of adoption of OPGK scheme with socio-profile characteristics of dairy farmers in Srikakulam district of Andhra Pradesh" was undertaken.

METHODOLOGY

Ex-post-facto research design was used for the investigation. Srikakulam district of Andhra Pradesh was purposively selected for the study. Based on highest livestock population six mandals were selected from three divisions of Srikakulam district, two mandals each from each division.Twenty respondents who are small/ marginal farmers and benificiaries of the fodder development scheme and possessed a minimum of two milch animals were selected from each mandal through simple random sampling technique and a total of 120 farmers were selected for the study. Based on the recommendations of OPGK scheme and fodder production practices, interview schedule was prepared for data collection. The main objective of the study was to find out the adoption of OPGK scheme and its relationship with socio-profile characteristics of dairy farmers.

RESULTS AND DISCUSSION

In order to study the nature of relationship between the selected independent variables and the extent of adoption of OPGK scheme by the dairy farmers, correlation coefficients (r) were computed and the values are presented in Table 1.

Table 1: Relationship between the selected independent variables and adoption of the dairy farmers about OPGK scheme

S. No.	Independent variable	Correlation coefficient(r)
1	Age	-0.143
2	Socio economic status	0.420 (**)
3	Social participation	0.627 (**)
4	Innovativeness	0.448 (**)
5	Mass media exposure	0.350 (**)
6	Extension contact	0.250 (**)
7	Scientific orientation	0.244
8	Economic orientation	0.287 (**)
9	Achievement motivation	0.452 (**)
10	Risk orientation	0.298 (**)
11	Market orientation	0.267

** Significant at 0.05 level of probability

* Significant at 0.01 level of probability

NS Non-significant

Relationship between the selected independent variables and adoption of the dairy farmers about OPGK scheme

Extent of adoption and Age

It could be observed from the results that, age was found to be negative and non-significantly related with extent of adoption. It is implied that as age increases, the extent of adoption decreases due to the reduction in the attributes like achievement motivation, risk orientation, innovativeness, extension contact etc. These results were supported by the observations of Sabapara *et al.* (2016).

Extent of adoption and Socio-economic status

Socio-economic status was found to be positively and significantly related with adoption. The possible reason for this trend might be that, farmers with sound socio-economic status had sufficient resources like education, land holding, herd size and income which fetches the farmers to have more information seeking habits and better access to animal husbandry schemes and possess more capacity to grasp things. They tried the new innovative practices resulting in increased level of adoption. This conclusion is supported by the findings of Rao (2013) and Sharma and Singh (2009).

Extent of adoption and Social participation

The contents of Table 1 pointed out that the social participation was found to be positive and significantly related with extent of adoption of OPGK scheme. This might be due to the fact that, dairy farmers had medium to high social participation which helped them to gain knowledge or adopt the latest technologies and animal husbandry schemes. This inference is in conformity with the conclusions of Gopinath (2005).

Extent of adoption and Innovativeness

A cursory glance at Table 1 showed that, the computed coefficient of correlation value ($r = 0.448$) was found to be positive and significantly related with extent of adoption of OPGK scheme. Innovativeness is associated with the individual's earliness in the use of new practices. Therefore, a person, who is innovative, acquires more knowledge from various sources and adopts the schemes and practices without any hesitation and this might be the reason for the above relationship. This result is similar to that of Gopinath (2005).

Extent of adoption and Mass media exposure

It was clear from Table 1 that, there was a positive and significant relationship between mass media exposure and extent of adoption of dairy farmers. It is natural that increased mass media exposure broadens the understanding and awareness on the adoption of animal husbandry schemes and production practices and this in turn leads to better adoption of schemes like OPGK by the dairy farmers. This result is substantiated by the findings of Sabapara *et al.* (2016).

Extent of adoption and Extension contact

The contents of Table 1 pointed out that the computed coefficient of correlation value ($r = 0.250$) was found to be positive and significantly related with extent of adoption of OPGK scheme. This might be due to

the fact that, farmers with more extension contact acquire more knowledge about the animal husbandry schemes, advancements in dairy management and fodder production technologies and form favorable attitude which in turn lead to the adoption of schemes and technologies. This conclusion is supported by the findings of Sharma and Singh (2009).

Extent of adoption and Scientific orientation

Results indicated that, there was a positive and non significant relationship between scientific orientation and extent of adoption of dairy farmers. Scientific orientation will acquaint farmers about government schemes and improved fodder production technologies. A favourable attitude towards the technologies might have developed which in turn lead them to adopt schemes like OPGK. Similar results were observed by Rao (2013) and Ranjan (2013).

Extent of adoption and Economic orientation

It can be noted from Table 1 that, the computed coefficient of correlation value ('r = 0.287) was found to be positive and significantly related with economic orientation. It is natural that the farmers with high economic orientation would always try to increase their finances by getting more profits from their farms for which adoption of schemes like OPGK are essential. Hence the above relationship could be noticed. This finding is in tune with the findings of Sharma and Singh (2009).

Extent of adoption and Achievement motivation

Results indicated that the computed coefficient of correlation value ('r = 0.452) was found to be positively and significantly related with extent of adoption of the OPGK scheme. Individuals with high achievement motivation would be determined to reach their goal with concrete efforts. In this process, they know the importance of government supporting schemes like OPGK and fodder production practices, which lead to high adoption. This conclusion was supported by the findings of Rao (2013) and Ranjan (2013).

Extent of adoption and Risk orientation

Results revealed that there was a positive and significant relationship between risk orientation and extent of adoption. A dairy farmer who has courage to face uncertainties and ready to take risk in dairy farm management will naturally adopt the schemes and new fodder production practices. This observation is substantiated by the findings Singha *et al.* (2011).

Extent of adoption and Market orientation

It is evident that market orientation ('r'= 0.267) was found to be positive and non significantly related with extent of adoption of OPGK scheme. Market orientation is the ability of a farmer to integrate production with market function of his enterprise. Few dairy farmers had this ability to strive hard to get maximum profits by exhibiting effective market orientation. This finding is in conformity with the findings of Gopinath (2005).

CONCLUSION

The present study revealed that the socio-profile characteristics influencing adoption are age, socio-economic status, social participation, innovativeness, mass media exposure, extension contact, economic orientation, achievement motivation and risk orientation. The study indicated that, majority of the farmers were having medium extent of adoption of OPGK scheme. Therefore, the animal husbandry officials, extension officers and agents should convince the dairy farmers about latest fodder production and conservation practices, livestock production technologies and related government schemes and motivate them for continuous adoption of technologies. Exposure to mass media and economic orientation on the government schemes will improve further adoption of the fodder development technology.

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