

## VARIOUS CHANNELS OF INFORMATION USED BY DAIRY FARMERS IN ADOPTION OF ANIMAL HUSBANDRY PRACTICES

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### ABSTRACT

The present study was conducted during 2005-06 in Jind district of Haryana as it has the highest concentration of cattle and buffalo population. A multistage random sampling technique was followed to select 240 dairy farmers from eight villages. The study revealed that the significant proportions of dairy farmers were using milk producer's cooperatives, panchayat, newspapers, farmers association and radio as channels of information. Out of the 13 independent variables socio-economic status, occupation, education, extension contact, mass media exposure, risk orientation and cosmopolitaness-localiteness were found to have positive and significant correlation with various channels of information. The R<sup>2</sup> value revealed that all the independent variables fitted in the regression equation had explained about 50 per cent variation towards channels of information.

**Key words:** Channels of information, dairy farmers, risk orientation, socio-economic status

A channel of information refers to physical means or medium being used by the source/communicator to transmit information regarding animal husbandry practices. The dairy information reaches cattle and buffalo owners either through mass media or through interpersonal channels. Mass media channels include radio, printed literature and audio-visual aids whereas interpersonal channels include kisan mela, cattle fair, calf rallies, milk processing cooperative, farmers association and gossip group. Mass media channels might make some impact leading to behavioural change, but still the message coming through mass media are subject to individual perception, interpretation and re-evaluation. In case of face-to-face interaction, which comes under the interpersonal communication channel, there is always a better chance of convincing the dairy farmers about new techniques and their utility, thus leading to a better adoption rate of new dairy technologies. The present study was undertaken with the aim to ascertain the various channels of information used by dairy farmers for adoption of animal husbandry practices, to establish the relationship

between channels of information and background variables of the dairy farmers and to quantify the contribution of background variables towards channels of information used by dairy farmers for adoption of animal husbandry practices.

### MATERIALS AND METHODS

The study was conducted in Jind district of Haryana as it has the highest concentration of cattle and buffalo population. A multistage random sampling technique was followed for selection of the dairy farmers. Two blocks viz. Jind and Narwana were selected randomly. A total of 240 respondents from eight randomly selected villages from these blocks were selected having representations from different herd size owners on proportionate basis.

Channels of information have been measured by the scale developed by Sarkar (1981) with suitable modification. For measuring these variables, the respondents were asked to indicate the channels through which they received information regarding various animal husbandry practices. Score one was assigned for receiving information through a particular channel by the respondent and accordingly scores were assigned

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