

## The behaviour of dairy farmers towards rearing cross bred cows in Banaskantha district of Gujarat

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### ABSTRACT

Dairy farming in India is one of the most important means of providing livelihood and nutritional security to vast rural population. Though Gujarat is one of the leading states in dairy sector it has inherent constraints of low yielding non-descript cattle population along with scarcity of balanced resources of feeds and fodder. No previous attempts had been made to study the attitude of dairy farmers towards rearing of Crossbred cows, So taking these considerations the present study was conducted in the Banaskantha district of Gujarat. Majority of the respondents had neutral attitude towards rearing Crossbred cows, followed by favourable and unfavourable attitude. The study highlighted the need of organizing more number of training related with Crossbred cows rearing practices and active participation by dairy farmers which would bring a significant change in the attitude of dairy farmers towards Crossbred cows.

**Key words :** Attitude, crossbreed cows and dairy farmers

Dairy farming in India is one of the most important means of providing livelihood and nutritional security to vast rural population. India, with its sizeable dairy sector is growing rapidly and moving towards modernization, resulting in prosperity in the years to come. India is home to the world's largest dairy herd, but the country still faces a production shortfall due to massive demand from growing population and also low productivity of Indian cows. In spite of India's position as highest producer of milk, productivity per animal is very poor. It is only about 987 kg / lactation as against world average of 2,038 kg / lactation. This low productivity is due to the gradual genetic deterioration and rises in the population of non-descript cows (80 per cent) and buffaloes (50 per cent) (Anonymous, 2010-11). Cross breeding, scientifically speaking is the mating of animals belonging to different breeds. Cross breeding in local cattle with exotic dairy breeds was introduced in the country to improve their genetic potential so as to produce cows having characteristics, like higher lactation yield, early maturity, lower age at first calving and shorter dry

period. The productivity potential of Crossbred cattle in Gujarat is still to be realized. With this perspective an empirical study was carried on the following objectives the attitude of dairy farmers towards rearing Crossbred cows in Banaskantha district of Gujarat.

### METHODOLOGY

The present investigation was purposively carried out in Deesa, Palanpur and Vadgam talukas of Banaskantha district, where these talukas having major crossbred cows population of Banaskantha district. The selected taluka from each selected taluka, four villages were selected by random sampling, thus making total of twelve villages. From each selected village 10 respondents were selected randomly. Thus, the sample consisted of 120 respondents for the study. The data were collected by personal contact method with the help of structured interview schedule. The collected data were coded, classified, tabulated and analyzed in order to make the finding meaningful. In light of the objective for drawing meaningful interpretation. The respondents were categorized in to three categories on the basis of mean score. The mean score < 46.95 was unfavourable, the mean score

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in between 46.95 to 51.53 was neutral and the mean score > 51.53 was favourable.

## RESULTS AND DISCUSSION

### *Attitude of respondents towards rearing Crossbred cows*

A quick glance at the result in the Table 1 clearly indicated that 56.67, 25.00 and 18.33 per cent respondents exhibited neutral, favourable and unfavourable attitude towards rearing Crossbred cows, respectively. The finding is in line with the finding reported by Kannan (2002), Prakash (2005) and Alam (2012).

Table 1 Attitude of respondents towards rearing Crossbred cows

| n=120                 |       |           |            |
|-----------------------|-------|-----------|------------|
| Attitude              | Mean  | Frequency | Percentage |
| Unfavourable (<46.95) | 54.92 | 22        | 18.33      |
| Neutral (46.95-51.53) |       | 68        | 56.67      |
| Favourable (>51.53)   |       | 30        | 25.00      |

The finding in the Table 1 clearly indicated that majority of the dairy farmers were having neutral attitude towards rearing Crossbred cows. This is due to the following main reasons:

- Less price of Crossbred cows milk

- Unavailability of good quality semen
- Need of growing cash crops rather than green fodder cultivation
- High cost of concentrate
- Non-availability of Veterinary doctors at proper time

## CONCLUSION

Majority of the dairy farmers were having neutral attitude towards rearing Crossbred cows. The neutral group must be the main focus area for the extension agencies to mobilize their attitude in positive direction to bring dairy farmers maximum into fold of favourable attitude towards rearing Crossbred cows.

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