A STUDY ON SOCIAL PROFILE OF BUFFALO MILK PRODUCERS IN KRISHNA DISTRICT OF ANDHRA PRADESH

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Abstract: A survey was conducted to know the social profile of buffalo milk producers in rural, semi- urban and urban areas of Krishna district of Andhra Pradesh. It was observed that majority of milk producers belonged to middle age group followed by young and old age groups in rural, semi-urban and urban areas. Most of farmers belonged to backward caste, scheduled caste and tribe than the other caste in rural, semi-urban and urban areas. Majority of buffalo milk producers were literate ranging from primary to graduation level of education. Most of the milk producers in rural and semi-urban areas had agriculture as main occupation followed by dairying. Majority of the milk producers were marginal farmers followed by landless, small and medium farmers.
Keywords: Social, Buffaloes, Milk producers

Introduction

Andhra Pradesh is one of the major milk producing states of the country. Andhra Pradesh state has nine agro-climatic zones that influence the growth rate in agriculture and allied sectors. The district of Krishna is under the Krishna agro-climatic zone. All cattle and dairy development programmes like Key village Scheme, Intensive Cattle Development programme, Operation Flood programme and National Project for Cattle and Buffalo breeding (NPCBB) were implemented in the district. It is now considered one of the best areas for buffalo rearing and dairy development in Andhra Pradesh.

Materials and Methods

The Krishna district was selected purposively because the district stands third place in the Andhra Pradesh state in the year 2009-10. Buffaloes are selected over cattle for the study because buffaloes contribute 91.25 per cent to the total milk production in the krishna district. A multi stage stratified random sampling procedure was used for the selection of villages and

wards in the krishna district. The Krishna district was divided into rural, semi-urban and urban areas. The rural area of the district had four revenue divisions namely Machilipatnam, Gudiwada, Nuzvid and Vijayawada. Five mandals were selected randomly from each revenue division and a total of 20 mandals were selected. One village was randomly selected from each mandal. Five buffalo milk producers were selected from each village at random. A total number of 100 buffalo milk producers were selected from 20 villages in the rural area of the district. The district had five Municipalities namely Machilipatnam, Gudiwada, Nuzvid, Pedana and Jaggaipeta which were considered as semi-urban areas. 20 buffalo milk producers (from each municipality four wards, from each ward five milk producers) were selected at random. A total of 100 semi-urban buffalo milk producers were selected from five municipal areas. Similarly 50 urban buffalo milk producers (Ten divisions, from each division five milk producers) were selected from Vijayawada Municipal Corporation. Thus 100 buffalo milk producers from rural, 100 buffalo milk producers from semi-urban and 50 buffalo milk producers from urban areas constituted the total sample size for the study. The data were collected by using a pretested questionnaire through personal interview and the data were analyzed by using statistical methods according to Snedecor and Cochran (1994).

Results and Discussion

The results pertaining to social profile of respondents were presented in Table -1.

Age

It was observed that that majority of milk producers belonged to middle age group followed by young and old age groups in rural, semi-urban and urban areas. By this, it was obvious that middle aged were considered to be mature for undertaking innovations by virtue of their adequate experience. Still the potential young milk producers need to be encouraged in buffalo rearing. This result was similar to the findings reported by Islam *et al.,* (2006), Debasish *et al.,* (2010) and Sabapara *et al.,* (2016). Prakash *et al.,* (2011) observed that majority (55 %) of the dairy farmer were middle aged followed by young age (35%).

Caste

It could be observed that majority of buffalo milk producers belonged to backward caste, scheduled caste and scheduled tribe than the other caste in rural, semi-urban and urban areas. It indicated that backward castes, scheduled caste and scheduled tribe caste group were actively involved in dairying as source of income and employment for their livelihood. This result was in conformity with the findings of Ahirwar *et al*., (2010) reported that the majority of the buffalo farmers in both rural and urban areas belonged to other backward caste.

Education

It could also observed that majority of buffalo milk producers were literate ranging from primary to graduation level of education out of whom majority of them had high school education in rural, semi-urban and urban areas. The percentage of literate was higher in urban area followed by semi-urban and rural areas. It could be inferred that most of the milk producers had some educational back ground which might be helping them in obtaining information on buffalo rearing. These results were in agreement with the findings of Islam *et al.,* (2006), Sartia *et al.,* (2016) and Ahirwar *et al*., (2010) who reported that majority of the respondents were literates in rural and urban areas, whereas the present results were contrary to the findings of Debasish *et al.,* (2010) stated that majority of the respondents were illiterate in their study area.

Main occupation

The results presented in Table 1 revealed that majority of milk producers in rural (61%) and semi-urban areas (45%) had agriculture as main occupation followed by dairying, whereas urban milk producers had agriculture (38%) and dairying (38%) as main occupation followed by service. The above results were similar with Islam *et al.,* (2006) reported that dairy farmers had agriculture as main occupation followed by dairying as subsidiary occupation in the rural areas. Prasad *et al.,* (2001) reported that dairying was the main occupation for 64 per cent of milk producers in and around Hyderabad city.

Land holding

From the results observed that majority of milk producers were of marginal farmers category followed by land less, small and medium category in rural area, whereas in semi-urban and urban areas majority of milk producers were of land less category followed by marginal, small and medium category farmers. The overall percentages indicated that majority of milk producers were marginal farmers (32.4 %) followed by landless (31.2%), small (16.4%) and medium farmers (13.2%). In the study area buffalo farming was more prevalent in marginal, small farmers and land less milk producers compared to large farmers which indicated that dairying was considered as a source of income and employment to the family members of land less, marginal and small farmers. This finding was in agreement with the result of Vip and Tantia (2005), Sabapara *et al.,* (2016) and Santosh *et al.,* (2017) reported that majority of buffalo farmers were land less, marginal and small farmers in their study area.

Family size

From the table 1 observed that majority of families were of small size (up to 5 members) in rural, semi-urban and urban area of the district. The findings were similar to the result of Soysal *et al.,* (2005) who reported that majority of the buffalo rearing farmers had small family size less than 5 members. In contrast to the present findings Islam *et al.,* (2006) and Khode *et al.,* (2009) reported that majority of dairy farmers had family size above 5 members and Sabapara *et al.,* (2016) observed that majority of respondents had big family size (more than 4 members) fallowed by small size of family.

Extension contact

It was evident that majority of respondents had extension contact with veterinarians followed by para veterinarians in urban, semi-urban and rural areas. Urban milk producers (90%) had extension contact with veterinarian as compared to semi-urban and rural areas. It might be due to more availability of technical staff of Department of Animal Husbandry as well as Dairy Union to the milk producers in the urban area followed by semi-urban and rural area in the district. This result was similar to the observations of Goswami *et al.,* (2006) reported that majority of the livestock owners used B.L.D.O as an effective personal source of information for adoption of animal husbandry practices in West Bengal.

Mass media exposure

It was observed that majority of the respondents did not have mass media exposure in rural and semi-urban areas whereas 42 per cent of urban milk producers had mass media exposure with television and farm magazine to get the information about the dairy husbandry practices. Majority of the respondents considered that television and radio are the source of entertainment rather than source of technical information. They obtained technical information from the local progressive dairy farmers, veterinarians and para veterinarians of Department of Animal husbandry and Krishna District Cooperative Dairy Union. Goswami *et al.,* (2006) reported that majority of the livestock owners used radio as effective mass media with respect to adoption sources of information about the animal husbandry practices whereas the farm publications were least used by the livestock owners in West Bengal.

Conclusion

Majority of the milk producers belonging to middle age group and other casts. Most of the farmers are illiterate and have education up to high school. The main occupation of the farmers in the three areas was agriculture and dairying as subsidiary occupation. Nearly one

third of the farmers are marginal farmers and having above five family members. More than 50% of the farmers gets advice from the veterinarians.

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Table 1: Social profile of buffalo milk producers in Krishna district of Andhra Pradesh

S.No.	Category	Rural (N=100) %	Semi-urban (N=100) %	Urban (N=50) %	Overall (N=250) %
	AGE				
1.	Young age (upto 30 years)	16	09	14	12.8
2.	Middle age (31-55 years)	76	83	84	80.4
3.	Old age (above 55 years)	08	08	02	6.8
	CASTE				
1.	Scheduled caste	14	20	24	18.4
2.	Scheduled tribe	23	13	16	17.6
3.	Backward caste	27	34	36	31.6
4.	Other caste	36	33	24	32.4
	EDUCATION				
1.	Illiterate	22	8	0	12.0
2.	Primary	26	31	22	27.2
3.	High school	32	35	46	36.0
4.	College	20	26	32	24.8
	MAIN OCCUPATION				
1.	Agriculture	61	45	38	50.0
2.	Dairying	29	32	38	32.0
3.	Business	7	14	6	9.6
4.	Service	3	9	18	8.40
	LAND HOLDING				
1.	Land less	22	38	36	31.2
2.	Marginal (up to 2.5acre)	42	27	24	32.4
3.	Small (2.5-5acre)	17	15	18	16.4
4.	Medium (5-10acr)	15	12	12	13.2
5.	Large (above	4	8	10	6.8

	10acre)				
FAMILY SIZE					
1.	Up to 5 members (small)	59	68	66	64.0
2.	Above 5 members (large)	41	32	34	36.0
EXTENSION CONTACT					
1.	Para veterinarian	40	25	10	28.0
2.	Veterinarian	55	69	90	67.6
3.	Others	5	6	0	4.40
MASS MEDIA EXPOSURE					
1.	Radio	4	2	0	2.4
2.	Television	13	19	34	19.6
3.	Farm magazine	2	2	8	3.2
4.	No exposure	81	77	58	74.8