

CAPACITY BUILDING: CORRELATES OF CHANGE IN ATTITUDE AMONG DAIRY FARMWOMEN

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Abstract: A study was conducted in Chittoor district of Andhra Pradesh with an objective to identify the correlates of change in attitude of dairy farmwomen due to training programmes. The experimental design 'One group before and after' was adopted. The study revealed that about 15% improvement in the level of attitude of dairy farmwomen towards the scientific dairy farming was due to training. The study established the relationship between economic motivation and attitude towards dairy farming; which could serve the policy makers and extension workers as guidelines for promoting dairy farming in other parts of the Country.

Key words: capacity building, training and farmwomen.

INTRODUCTION

Dairy farming in India today has emerged as a full-fledged viable industry. The potential of this sector in income generation, providing employment and nutrition for rural masses of India is realized. The gap between per capita availability, requirement and consumption can be reduced substantially by motivating the farmers especially the farmwomen to adopt the recommended improved dairy farming practices, because the contribution of the farmwomen in dairy farming has been aptly recognized by the researchers. The joint venture of NGOs and Governmental organizations has launched several training programmes on dairy production with a view to bring about changes in the attitudinal aspects of farmwomen towards dairy production. The important research question, however, is that to what extent such attempts have been successful in changing the attitude, an important behavioural dimension of farmwomen towards scientific dairy farming. Against this question, an experimental study was undertaken with the following specific objectives.

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Objectives

1. To study the personal and livelihood profile of trained farmwomen.
2. To study the change in attitude of farmwomen due to the training programme
3. To identify the correlates of change in attitude.

METHODOLOGY

Present study was conducted in Chittoor district of Andhra Pradesh. Forty dairy farmwomen trainees were purposively selected to constitute the sample size. The experimental design adopted for the present study was 'one group before-after' as suggested by Kerlingner (1983). The research variable attitude was operationally defined as the tendency of individual farmwomen to respond favourably or unfavourably towards scientific dairy farming. The attitude scale developed by Kokate (1984) was utilized for the measurement of the same. The response of change in attitude was computed by subtracting the before-training attitude score from that of the after-training attitude score. The statistical tools as paired 't'-test and correlation analysis were applied to see the significance of difference and to identify the correlates of change in attitude, respectively.

RESULTS and DISCUSSION

The findings of the present study have been presented in the following subheads and discussion is made thereupon:

Profile of the dairy farmwomen

Findings as contained in Table 1 reveal that majority of the respondents belonged to middle age group (18-45 years) and they had medium family size (4-9 members). More than half of them had the exposure of formal schooling. A considerable percentage (43%) of them were found little educated. With respect to operational land holding, most of the farmwomen (35%) were marginal farmers. However, a good percentage (about 33%) of them belonged to large farmers' category data revealed that the distribution of land holding among the respondents did not show any major variation. From the same table, it is further evident that about 73 per cent of the respondents possessed medium size (2-9 animals) of herd. Milk production level, hence, varied from 1 to 10 litres as expressed by about 58 per cent of trainees. With respect to social participation and extension contact, as high as 82.50 and 85.00 per cent of them had no participation and no extension contact, respectively. Largest percentage of them were found to have poor to average level of mass media exposure (88%) and economic motivation (80%).

Change in attitude due to capacity building

The attitude score of the dairy farmwomen were ascertained before the training programme and after the same. The findings have been shown in Table 2. From the table, it is apparent that the mean scores of attitude were 19.60 and 23.80 before and after the training programme, respectively. Hence, there was about 15 per cent improvement in the level of attitude of dairy farmwomen towards the scientific dairy farming due to training. The significant 't' value of 7.49 ($P < 0.01$) further get support from those reported by Satyanarayan et.al., (1994) and Babu and Singh (1996) in case of male trainees. From the findings as well as the earlier reports, it could be inferred that irrespective of gender of the client, training programme has significant influence on the level of attitude towards improved farming practice. This leads to infer that though training has significant influence in changing the attitude of farmwomen towards scientific dairy farming, it has better impact on the cognitive domain of the women client as compared to the affective dimension of their behaviour.

Correlates of change in attitude

Some of the background variables of the dairy farmwomen were also studied in order to identify the correlates of change in attitude. From the table 3, could be seen that the variables like age, family type, social participation and extension contact were positively, but non-significantly associated with the change in the attitude. Change of these variables would change the level of attitude of farmwomen, but such change will not be significant. Out of 10 selected traits of farmwomen, only economic motivation was found positively associated with the change in their attitude. From this association, it could be inferred that the dairy farmwomen having higher level of economic motivation changed their attitude with relatively more frequency than the farmwomen having lower economic motivation. From the same table, it could be further seen that the variables namely education, family type, herd size, milk production and mass media exposure showed a negative and non-significant co-variation with the attitude of farmwomen towards scientific dairy farming. This indicates that manipulation of these variables will not affect the attitude level of farmwomen significantly.

From the above findings, it could be discussed that whatever change in the level of attitude was found, it was mainly due to training. Background variables of the farmwomen were little correlated with such change. Hence it is the effectiveness of the training programme, which had more impact on the attitude level of the farmwomen as compared to their background variables.

CONCLUSION

Based on the findings of present experimental study, it could be concluded that the training programmes had significant influence on the level of attitude of dairy farmwomen towards scientific dairy farming. However, the percent change in the attitude level was not to the considerable extent. Hence, it could be recommended that the attitude of the dairy farmwomen could be significantly changed if the training is complemented and supported with other persuasive means such as demonstration, camp, campaign, exhibition, etc., by the concerned departments, NGOs and extension agencies. Further, educational level, extension contact and mass media exposure of the farmwomen were also found discouraging. Hence, extension administrators and educational planners require to pay adequate attention to bring about improvement in these dimensions and consequently the economic motivation of the farmwomen could be improved their attitude may, therefore, sufficiently be improved towards the scientific dairy farming.

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Table 1: Profile of trained farmwomen

Sl. No.	Variables	Categories	Frequency	Percentage
1.	Age (years)	Young (<18)	0	0.00
		Middle (18-45)	36	90.00
		Ole (>45)	4	10.00
2.	Education	Illiterate	13	32.50
		Can read only	1	2.50
		Can read and write	3	7.50
		Primary	10	25.00
		Middle	10	25.00
		High School	3	7.50
3.	Family size	Small (1<4)	4	10.00
		Medium (4-9)	31	77.50
		Large (>9)	5	12.50
4.	Operational land holding (acres)	Landless	5	12.50
		Marginal (up to 2.5)	14	35.00
		Small (2.6-5.0)	4	10.00
		Medium (5.1-10.0)	4	10.00
		Large (10.1 & above)	13	32.50
5.	Herd size	Small (<2)	3	7.50
		Medium (2-9)	29	72.50
		Large (>9)	8	20.00
6.	Milk Production (litres/day)	0	2	5.00
		1-10	23	57.50
		11-20	6	15.00
		21-30	2	5.00

		>30	7	17.50
7.	Social participation	No participation	33	82.50
		Low (<0.6)	0	0.00
		Medium (0.6-2.0)	6	15.00
		High (>2.0)	1	2.50
8.	Extension contact	No extension contact	34	85.00
		Low (<2)	1	2.50
		Medium (2-4)	3	7.50
		High (>4)	2	5.00
9.	Mass-media exposure	No exposure	13	32.50
		Low (<0.6)	0	0.00
		Medium (0.6-5.0)	22	55.00
		High (>5.0)	5	12.50
10.	Economic motivation	Low (<6)	6	15.00
		Medium (6-8)	26	65.00
		High (>8)	8	20.00

Table 2: Change of attitude of the dairy farmwomen due to training

Stage of training	Mean Attitude Score	Mean Difference	t-value	% Change in Attitude
Before training	19.60			
After training	23.08	3.47	7.49*	15.03

Significant at 1 per cent level.

Table 3: Correlates of the change in attitude of dairy farmwomen due to training

Sl.No.	Selected Traits	r-values
1.	Age	0.1076
2.	Education	-0.0680
3.	Family size	-0.0626
4.	Family type	0.1150
5.	Social participation	0.0687
6.	Herd size	0.1280
7.	Milk Production	-0.1368

8.	Extension contact	0.0040
9.	Mass media exposure	-0.1230
10.	Economic motivation	0.3786*

* Significant at 1 per cent level.