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STUDIES ON TECHNOLOGICAL GAP OF DAIRY MANAGEMENT IN CHAKA BLOCK OF PRAYAGRAJ DISTRICT (U.P)

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Abstract : This study has been conducted to find out the technological gap among the dairy farmer in adoption to improved dairy management practices .The study was conducted in Chaka Block of Prayagraj District (U.P) in the year 2021. The primary data was collected from 120 respondents, questionnaire was prepared and online data was collected using google form. The main objective of the study was finding out of socio-economic status of the respondent, to find the knowledge level of the respondent regarding to improved dairy management, technological gap in adoption to improved dairy management practices, the reason behind of keeping dairy farming in Prayagraj, and the constraint faced by the dairy farmer in adoption to improved dairy management. After analysis the data, majority of the respondent were middle aged, OBC category, having medium literacy and almost half of the respondent have nuclear size family up to five members with dairying as main occupation.. Regarding communication behavior the respondent had medium level of extension contact, information seeking behavior and mass exposure. A medium level percentage was found in regards to the knowledge of the respondent, high level of overall technological gap in adoption recommended practices. Reason of keeping dairy farming is that most of the respondent that is (97.50%) agreed by keeping dairy cattle help to generate regular income through the selling of milk and surplus animal. The most agreed constraint pointed by the respondents that is low market price of milk, high cost of concentrate feed and followed by other constraint indicated within the study. In all it can be concluded from the study that still dairy farmers are deficient in knowledge and adoption regarding improved dairy management practices and still there is a wide technological gap in adoption to improved dairy management which require attention of the government and social organization to attain self sufficiency in dairy.

IndexTerms **-Dairy, Socio-economics, respondents, knowledge etc.**

I. INTRODUCTION

The Dairy Management System is designed to manage dairy, members, customers, milk collections from members, sales to the customer and plant and all the dairy related processes. The Dairy Management System provides rate card features to collection managers so they can collect milk of different fat with proper cost. India is predominantly an agrarian society where animal husbandry forms the backbone of national economy. Dairying provides millions of small and marginal farmers and landless laborers means of their subsistence. Milch animals are reared mainly through the utilization of crop residues; the milk production is essentially a subsidiary activity in agriculture.

Uttar Pradesh is the largest milk producing state of India contributing 18 % of the total milk production of country. In the year 2011-2012, the total milk production in the state was 22,556 thousand tonnes (NDDB, 2012). Large proportion of breedable buffaloes in Uttar Pradesh compared to the country as whole, suggested that buffaloes were the major milch animals in the state. The milk yield per cow was 1.83 litres and that of buffalo 3.15 litres per day was also more than the national average for the country as a whole. The per capita availability of milk in the state was 310 gm per day in 2011- 12, as against 290 gm for the country (NDDB, 2012).

Our Nation ranks first in cattle population. Maximum number of farmers earns their livelihood through dairying. The study was conducted in Chaka Block of Prayagraj District U.P, which is endowed with a good number of resources for cattle and milk production, almost all farmer maintain cattle in their houses. With these cases there is need of improvement in methods and technology to be carried to the farmers. This research is implemented in order to obtain a proper understanding of the knowledge level and socio- economic status of the farmer in comparison to the recommended adoption practices. Dairy development in India has played a major role in increasing milk production, improving the nutritional standards of the people, generating employment opportunities, improving income level in rural areas, especially for small and marginal farmers. As per dairy industry profile of India from the adult human population of 1170 million 90 million are dairy farmers. The average annual growth rate of dairy industry from 2003-07 is 5.6per cent, 304.42 million milch animals, 841 dairy plants with output of 1.5 crore of dairy industry. As India enters an era of economic reforms livestock sector is positioned to be major growth area.

REVIEW OF LITERATURE

Singh and Chauhan (2000) Reported that member of Milk Producer's Cooperative Societies (MPCS) had medium level of extension contact, mass media exposure and satisfaction towards cooperative societies.

Sikka et al., (2007) Reported the age profile of the respondents in buffalo rearing comprised of all categories including, young (40%), old (27%), middle aged (33%).

Srivastav et al., (2002) reported that livestock owners depended upon different sources of information viz. mass media, personal locality and personal cosmopolite sources of information about reproductive pattern of cows.

Satyanarayan et al., (2010) reported that majority of the livestock farmers had medium to low profile. Majority of the respondents had medium knowledge and medium extent of adoption in dairy management practices.

Kalmani et al., (2000) observed lack of motivation for adoption of improved technologies by members of milk societies.

Nalawade et al., (2002) showed that there were high number of farmers that adopted feeding practices such as, feeding ready-made concentrate, mineral mixture and salt, and processing of dry roughage.

Janssens et al., (2016) Study indicated that majority of the respondents (94%) producing milk as a source of income.

Yigrem et al., (2018) reported that for 74 % of urban dairy farmers in south Ethiopia, the purpose of dairying was to produce milk as a source of income was the primary purpose of keeping dairy cattle

Kumar et al., (2014) Showed that Farmers of Hisar perceived feeding constraints as most serious whereas the farmers of Karnal considered health care constraints as most serious indicating significant differences perhaps owing to agro-climatic variations. High cost of treatment irrespective of farmers' categories were serious constraints.

RESEARCH METHODOLOGY

Research methodology is a detailed action plan of investigation. It is the structural configuration of the study for conducting research within the frame work of the objectives. It includes methods, tools, and techniques and approaches for any research work. Methodology furnishes the building block; back bone of the process of enquiry and reasoning, data generation as well as processing .It is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

Chaka is a Town in Chaka Block under the Tehsil Kharchana in Allahabad District of Uttar Pradesh State, India. It belongs to Allahabad Division. It is located 11 KM towards South from District head quarters Allahabad. It is a Block head quarter. Chaka is situated in Prayagraj district situated in Uttar Pradesh state, with a population 376024. The male and female populations are 197944 and 178080 respectively. The size of the area is about 141.73 square kilometer. The block has 140 villages and there are total 43689 homes in this Block.

IV. RESULTS AND DISCUSSION

This chapter deals with the presentation, analysis and discussion of the data. The data were collected through the pretested interview schedule keeping in view the objectives of the study. The collected data were classified, tabulated, analyzed, presented, interpreted and discussed in a systematic way in accordance with the objectives of the study. The findings and discussion were made in the following heads as per following objectives of the study.

4.1 To study the socio-economic profile of the respondent.
4.2 To find out the knowledge of improved dairy management practice.
4.3 To identify the technological gap in adoption of improved dairy Management practices
4.4 To establish the reason behind of keeping dairy farming in Prayagraj District.
4.5 To identify the constraint faced by the dairy farmers in adoption of dairy management.

TABLE 1 DISTRIBUTION OF THE RESPONDENTS BASED ON CONTACT WITH EXTENSION PERSONNEL

(n=120)

S. No.	Extension agent contact	Response	
		Frequency	Percentage
1	Low	21	17.50
2	Medium	75	62.50
3	High	24	20.00
Total		120	100.00

The above table, Table 1, indicates that 62.50 of the respondent had medium level of extension contact followed by 20 per cent of the respondents with high level of extension contact and 17.50 per cent of the respondents had low level of extension contact.

Similar finding were reported by Singh and Chaunhan (2000) where respondent were found to have medium level of extension agent contact.

Table 2 Distribution of the respondents based on the level of knowledge towards improved dairy management

Overall Knowledge level

S. No.	Knowledge level	Response	
		Frequency	Percentage
1	Low	30	25
2	Medium	69	57
3	High	21	18
Total		120	100.00

From the above 2, it is found that the level of knowledge about breeding, feeding and health management towards improved dairy management. The table indicates that majority of the respondent 57.00 per cent were medium knowledge level followed by 25.00 per cent low level knowledge and 18.00per cent had high level of knowledge towards dairy management practices.

Manhas (2011) revealed majority of the respondents(61.5%) had medium level of knowledge regards improved dairy farming practices.

Table 3 Distribution of the respondents based on the level of Technological gap in adoption of improved dairy management practices

Overall technological gap in adoption level of respondents

S. No.	Technological gap in adoption level	Response	
		Frequency	Percentage
1	Low	6	5.00
2	Medium	49	41.00
3	High	65	54.00
Total		120	100.00

From the above table 3, it is found that the level of technological gap in adoption to improved dairy management is high 54 per cent, medium 41 per cent and followed by low 5 per cent respectively.

CONCLUSION

It is therefore concluded that the ratio of male and female respondents were female having highest ratio. Majority of the respondent were middle aged people, having education up to primary school and were mostly dependent on farming for their income. Most of the respondent were OBC, the maximum number of the respondent were living in semi-cemented houses and they live as a nuclear family with family member less than five member in each household. A sum of the respondent had low annual income while only a few of the respondent had high annual income. Almost half of the respondent have medium size of land holding and their main occupation is dairying. Mostly they have medium herd size. Regarding communication behavior of the respondent they have medium level of extension contact, seeking information and mass media. Most of the respondents have medium level of knowledge towards improved dairy management practice. The technological gap of the respondent towards adoption of improved dairy management was found to be in a good percentage which can be improved gradually as most of the respondent were very keen in obtaining information regarding the management and improving their production for their own benefit. Almost majority of the respondent agreed on keeping dairy cattle to helps generate regular income and to reduce rural poverty on keeping dairy farming in Prayagraj. One of the major constraint faced by the respondent were low market of milk, high cost of concentrate feed, lack of fodder and roughage. There is an urgent need to organize training programmes to create awareness among dairy farmers regarding dairy management practices and ease the access to services and facilities there by adoption of advanced dairy management practices for upliftment of dairy farmers and enhanced production in dairying. They can be trained by the agriculturist nearly focusing in dairy sector (SHUATS).

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