Socio-Personal Correlation for Decision-Making and Adoption of Dairy practices

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ABSTRACT

The present study was conducted in Varanasi District of Uttar Pradesh with the objective of Socio-Personal correlation for decision making and adoption of dairy practices by Integrated Rural Development Programme (IRDP) beneficiaries On critical examination of data on the distribution of respondents with socio-personal variable, fifty percent of the total respondents were of the middle aged revealing that dairy as a profession demands a good deal of managerial experience with physical fitness. The studies on forces behind the adoption of new dairy practices have revealed that the herd size, occupation, and social participation with the adoption were positively correlated and family education level of the respondent was highly positively correlated with adoption, while farm size was negatively correlated with the adoption The relationships between age, caste and family size were not significant with adoption of diary practices.It may be concluded that the majority of lower caste like scheduled caste and scheduled tribe have shown keen interest and could be benefited through Integrated Rural Development Programme.

Key words : *Socio-Personal; Decision-making*

Dairy is a major occupation for the weaker section of rural community. It was realized that income of the rural people (poor) could be improved by adopting subsidiary occupation. The dairy farming had been considered as mean to supplement the income of these households whose main occupation does not ensure adequate and stable income. Therefore, the Central and State Government introduced several programme and provided many facilities for improving the status of dairy farming. Thus the dairy farming has become a commercial enterprise and it is a boon to many families to improve their economic condition. Keeping this in view a study was conducted to (i) measure to the socio-personal variable of diary beneficiaries and to (ii) study inter- correlation of socio-personal variable with decision making component and adoption of diary practices by diary beneficiaries.

METHODOLOGY

The study was conducted in Varanasi district of Uttar Pradesh. Out of 22 block, 8 were selected, which have large number of diary beneficiaries. In each selected block total numbers of villages were listed and thereafter, 3 villages were randomly selected having at least 10 I.R.D.P. beneficiaries. In all, 24 villages were selected from each selected block, minimum of 30 respondents were selected using Multistage Stratified Sampling Technique. In all, 240 respondents were finally selected for the study.

RESULTS AND DISCUSSION

On critical examination of data on the distribution of respondents with socio-personal variable, fifty percent of the total respondents were of the middle aged revealing that dairy as a profession demands a good deal of managerial experience with physical fitness (Table -1). It was revealed that old age beneficiaries did not adopt dairy practices due to lack of scientific knowledge, whereas young beneficiaries were not adopting dairy practices due to lack of experience.

The data on caste revealed that scheduled caste and scheduled tribe respondents were the most preponderant (66.3%) followed by middle category backward caste (27.1%) while minimum in upper caste category i.e. Rajput and Brahmans among all the caste engaged in dairy farming. The reason being that I.R.D.P. provided loan to those who were below poverty line and majority of the lower caste were taking loan to implement dairy practices which would ultimately economic plight of the total respondents,613, 18.3 and 14.8 percent were having small, large and marginal farm size respectively. Further it was found that majority of the dairy beneficiaries (60.4%) having medium herd (3-4 animal) size and a dairy as a main occupation (79.1%) because of loan facility on dairy-ing to generate employment opportunities.

Table 1: Distribution of respondents according to their traits.

Variable	Category	Total	Percentage	Mean	S.D.
Age	Young	40	16.7		
	Middle	138	57.5		
	Old	62	25.8	35.22	6.07
Caste	Lower	159	66.3		
	Middle	65	27.1		
	Upper	16	6.1	2.82	1.27
Family Education	Lower	44	18.3		
States	Middle	160	66.7		
	Upper	36	15.0	2.02	0.29
Farm size	Landless	15	6.3		
	Marginal	34	14.2		
	Small	147	61.3		
	Large	44	18.3	3.25	0.74
Herd size	Small	53	22.1		
	Medium	145	60.4		
	Large	42	17.5	3.42	1.00
Occupation	Agriculture	35	14.6		
	Dairying	190	79.2		
	Labours	15	6.3	3.09	0.58
Family size	Small	166	69.2		
	Medium	71	29.6		
	Large	3	1.3	5.08	1.10
Social	Low	19	7.9		
participation	Medium	215	89.6		
	High	6	2.5	3.2	10.81

The family education status of the study area was medium (18.3%) because of their poor economic condition. The majority of respondents (69.2%) had small family size and medium social participation because of low education status.

Relationship between Socio-personal variables and decision making :

Table 2. Product moment correlation between Socio-personal and decision making compenent.

Socio-personal Variable	'r'
Age	0.0799
Cast	0.0247
Farm size	0.1291*
Herd size	0.1928**
Occupation	0.1339*
Family Education Status	0.1285*
Family size	0.0253
Social Participation	0.1289*

* Significant at 0.05 percent level of probability.
** Significant at .01 percent level of probability.

The correlation studies on farm size occupation, Family education status, social participation with the decision making of the dairy practices have revealed that age caste and family size were non-significant but Herd size was highly significantly correlated with decision making at the 0.01% level of probability (Table-2). Similar findings were reported by Hansra (1968). The farm size, relationship between occupation, family education status, social participation were significant as also reported by Puri (1968).

Relationship between Socio-personal Variables and adoption :

The studies on forces behind the adoption of new dairy practices have revealed that the herd size, occupation, and social participation with the adoption were positively correlated at the 0.05 percent level of probability and family education level of probability and family education level of th respondent was highly positively correlated with adoption at the 0.01 percent level of probability while farm size was negatively correlated with the adoption (Table-3). The relationships between age, caste and family size were not significant with adoption of diary practices. Thses findings were close to the reports by Sharma and Nair (1974).

Table 3. Relationship between Socio-personal Variables and adoption

Socio-personal Variable	'r'
Age	0.8184
Cast	0.0710
Farm size	- 0.0704
Herd size	0.1330*
Occupation	0.1290*
Family Education Status	0.1992**
Family size	0.0316
Social Participation	0.1420

* Significant at 0.05 percent level of probability.
** Significant at .01 percent level of probability.

CONCLUSION

It may be concluded that the majority of lower caste like scheduled caste and scheduled tribe have shown keen interest and could be benefited through Integrated Rural Development Programme. They were having medium herd size and social-participation which play vital role to make timly decision regarding management resulting increase in adoption of dairy farming by Dairy Beneficiaries.

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