



Correlates of Change in Attitude of Dairy Farm Women Due to Training Programme

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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 motion 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 : Dairy Farm

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 masess 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 recomended 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 governamental 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 behavioral dimension of farmwomen towards scientific dairy farming . Against this question an experimental study was undertaken with the objectives of to study the profile of trained farmwomen, to study the change in attitude of farmwomen due to the training programme and to identify the correlates in attitude.

MATERIAL AND METHODS

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 Kelinger (1983) . The research variable attitude was optionally defined as the tendency of individual farmwomen to respond favorably 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 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 differences and to identify the correlates of change in attitude respectively

RESULTS AND DISCUSSION

Findings as contained in table 1 reveal that majority of the respondents belonged to middle age group (18-45years) and they had medium family size (4-9 members). More than half of them had the exposure of formal schooling. Considerable percentages (42.50 %) of them were found little educated. With respect to optional land holding, most of farmwomen (35 %) were marginal farmers. However a good percentage (about 32.50 %) 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 73.50 percentage of the respondents possessed medium size (2-9 animal) of herd. Milk production level hence varied from 1 to 10 liters as expressed by about 57.50 percent of trainees .With respect to social participation and no extension contact, respectively. Largest percentage of them was found to have poor to average level of mass media exposure (87.50) and economic motivation (80 %).

The attitude score of the dairy farmwomen were ascertained before the training programme and

Table 1. Profile of trained farmwomen

Sl.No.	Variables	Categories	Freaquency	Percentage
1	Age (years)	Young (<18)	0	0.00
		Middle (19-45)	36	90.00
		Old (>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 (5-9)	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 (3-9)	29	72.50
		Large (>9)	8	20.00
6	Milk Production (litres day ⁻¹)	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 (0.7-2.0)	6	15.00
		High (>2.0)	1	2.50
8	Extension contact	No extension contract	34	85.00
		Low (<2)	1	2.50
		Medium (3 & 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 (0.7-5.0)	22	55.00
10	Economic motivation	High (>5.0)	5	12.50
		Low (<6)	6	15.00
		Medium (7 & 8)	26	65.00
		High (>8)	8	20.00

Table 2. Change of attitude of the dairy farmwomen due to training programme.

Stage of training	Mean Attitude Score	Mean Difference	t-value	% Change in Attiude
Before training	19.60	3.48	7.49*	15.03
After training	23.08			

* Significant at 1 per cent level.

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

Sl.No.	Selected Variables	r-values
1	Age (years)	0.1076
2	Education	-0.0680
3	Family size	-0.0626
4	Operational land holding (acres)	0.1150
5	Herd size	0.0687
6	Milk Production (litres day ⁻¹)	-0.1280
7	Social participation	-0.1368
8	Extension contact	0.0040
9	Mass-media exposure	-0.1230
10	Economic motivation	0.3786*

* Significant at 1 per cent level.

after the same. The findings have been shown in table 2 from the take, it is apparent that the mean score of attitude were 19.60 and 23.08 before and after the training program, respectively. Hence, there was about 15.03 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) 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 program has significant influence on the level of attitude towards of improved farming practices . This leads to infer that through training has significant influence in changing the attitude of farmwomen towards scientific dairy farming, it has better impact on the cognitive domin of the women client as compared to the effective dimension of their behavior.

Some of the background variables of the dairy farmwomen were also studied in order to identify correlates of change in attitude. From 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 attitude . Change of this variable would change the level of attitude farmwomen, but such change will not be significant. Out of 10 selected variables 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 then the farmwomen having lower economic motivation. It could be further seen that the variable namely education, family size, 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 discussed that whatever change in the level of the attitude was found, it was mainly due to training. Background variables of the farmwomen for 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 programs had significant influence on the level of attitude of the dairy farmwomen towards scientific dairy. However, the present change in the attitude level was not to the considerable extent. Hence, it could be recommended that the attitude of dairy farmwomen would be significantly changed if the training is complimented and supported with other persuasive means such as demonstrations camp, campaign exhibition etc., by the concerned department 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 dimension and consequently the economic motivation of the farmwomen could be improved their attitude may, therefore, sufficiently be improve towards the scientific dairy farming.

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