



## Attitude and Willingness of Practising Dairy Farmers sons to Work Permanently in Rural Area

Mahammad Shafi Rupanagudi Shaik<sup>1\*</sup> and N. B. Chauhan<sup>2</sup>

<sup>1</sup>Ph.D. Scholar, <sup>2</sup>Professor and Head (Retired), Department of Agricultural Extension and Communication, B. A. College of Agriculture, Anand Agricultural University, Anand-388110, Gujarat, India

\*Corresponding author email id: shafiagri23@gmail.com

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### ABSTRACT

The study on the attitude and willingness of sons of the practising dairy farmers towards permanently working in a rural area was carried on milk-producing districts of Anand and Kheda of Gujarat state with 200 sample size. The study reveals that the majority (96.50%) of the sons of practising dairy farmers had a favourable to highly favourable attitude towards permanently working in the rural area. It also concludes that the majority (80.50%) of the dairy farmers' sons had poor overall willingness to stay physically to work in the rural area. The relationship of the attitude of young dairy sons of dairy farmers towards permanently working in the rural area was positively and significantly correlated with their age, marital status, scientific orientation, economic motivation and attitude towards farming, while it was negatively significant with the level of their father's education. The willingness to work in the rural area was observed positively and significantly correlated with their level of father's education, while it was negatively significant with their achievement motivation, self-confidence, scientific orientation, economic motivation and attitude towards farming.

### INTRODUCTION

The prosperity of India is directly dependent on farming and animal husbandry. There are so many business activities in India, which are greatly dependent on farming and animal husbandry occupations and productions. This shows that until and unless a new generation of human resources is equipped with a positive feeling to accept vocations and reside in the rural area, it is not easy for a rural and agrarian economy like India to make a considerable improvement to its highest capability. More or less in India, it is noticed that the young generation of practising farmers and animal husbandry practitioners is not prepared to work in rural areas. The youth who want to be a part of the animal husbandry occupation are expected to work in rural areas and should have enthusiasm, motivation, keenness and compliance to work and stay in a rural set up to carry out dairy farming. As the mainstream of inhabitants of India lives in rural areas and depends on agriculture

and animal husbandry, there is a need to encourage and develop these two activities or occupations to expand rural India.

The scarcity of practicable new generations to perform and carry out crop production activities and animal husbandry as livelihood professions is the most important worry in India, which in turn affects the effective delivery of agriculture and dairy farming. Our country, with the second-largest population of the world, is cited in the serious category of availability of able and workable human resources for animal husbandry and farming. Huge numbers of practicing farmers' sons disappear from the villages or rural areas in search of livelihood to urban locations or big cities. This situation has resulted in a depressing impact in developing irregularity in the availability of youth for rural India. The gap between the mass of the youth functioning in urban areas as compared to rural areas is broadening, which is causing risk in the functioning and protecting the Indian agriculture and dairy farming.

## METHODOLOGY

With a view to conducting current study on the willingness of dairy farmer's sons to stay physically and work in rural area, the 'Ex-post facto' research design was used. The study was carried out in dairy farming governing Kheda and Anand districts of central Gujarat. Anand district is comprised of eight talukas and the Kheda district is comprised of ten Talukas. The five random talukas from each district were selected by proportionate random sampling method. From each selected Taluka two random villages thus, a total of twelve villages were selected for this study. Based on the availability of total numbers of practising dairy farmers having adult sons between the ages of 18 to 35 years, 6 to 12 dairy farmers' sons from each village were selected proportionately. Finally, a random sample of a total of 200 farmers' sons was selected for the study. The complete interview schedule was pretested in the field on a group of 20 non-sampled respondents in order to eliminate any unrelated items included in the interview schedule. Based on responses received and experience gained, the essential alterations were incorporated in the final draft of the interview schedule. The data were collected personally using a finalised interview schedule. Attitude towards permanently working in the rural areas was understood as an optimistic, unbiased or unenthusiastic feeling of the respondents towards staidly working in the rural areas. In this study, a scale developed by Khatri (2020) was used to measure attitude towards permanently working in rural areas. The willingness to work in the rural area for different animal husbandry was understood as the enthusiasm of the respondents to settle for a certain period of time to work various animal husbandry related activities. The responses of the respondents were obtained against each statement on a five-point continuum ranging from strongly agree, agree, undecided, disagree and strongly disagree and scores of 5, 4, 3, 2 and 1 were assigned for positive statements and for negative statements the reverse scoring technique was assigned. The final score was worked out by summing scores obtained by the respondent for all statements. Thereafter the score of each individual was calculated and the respondents were categorized into five categories using an arbitrary method of classification. The frequency, percentage and coefficient of correlation were used as a statistical tools to see the relationship between the independent and dependent variables.

## RESULTS AND DISCUSSION

### Willingness of dairy farmers' sons to stay physically and work in rural area

It was observed that half (51.50%) of the sons of practising dairy farmers had a highly favourable attitude towards permanently working in a rural area, followed by 45 per cent of them were with favourable attitude, while only 3.50 per cent of them were with the neutral attitude and none of them was with a highly negative or negative attitude towards permanently working in the rural area. Thus, it can be concluded that the vast majority (96.50%) of the sons of practising dairy farmers had a favourable to highly favourable attitude towards permanently working in the rural area. As the Charotar area of Gujarat covered by Anand and Kheda districts have been recognizing as a milk-producing area since

independence. The soils of this area are highly fertile and known for producing three seasons of the crop annually due to the availability of canal irrigation. This makes the young dairy farmers with a highly positive attitude towards farming as well as animal husbandry as occupations, so it is natural that these two occupations can be only managed effectively and profitably only by staying in rural areas. The findings are similar to the findings of Gupta et al., (2020); Onima et al., (2017)

**Table 1.** Willingness of dairy farmers' sons to stay physically and work in rural area

Willingness to stay physically & work in rural area	Percentage
Very poor (Up to 9 score)	05.50
Poor (above 9 to 18 score)	80.50
Medium (above 18 to 27 score)	11.50
High (above 27 to 36 score)	02.50
Very high (above 36 to 45 score)	00.00
Total	100.00

As seen in Table 1, the majority (80.50%) of the dairy farmers' sons had poor overall willingness to stay physically and work in the rural area, followed by 11.50 per cent of them were with medium, 5.50 per cent with very poor and only 2.50 per cent of them were with a high level of the willingness to stay physically and work in rural areas. The possession of small size of the average farming land might have restricted the dairy farmers' sons to stay physically and work in the rural areas for the lifetime as the dairy farmers' sons with small size of land holding might not have felt advisable to stay permanently to maintain personal, social, economic, educational and psychological requirements of the members of young and next generations of their family. The result of the current survey is moderately in conformity with the findings of Elvis (2020) and Elvis and Chauhan (2019).

### Factors of attitude and willingness to stay physically and permanently working in the rural area

The association of personal, economic, social and communicational, and psychological factors of sons of the practising dairy farmers with their attitudinal and willingness to stay physically and permanently working in the rural area with help of coefficient of correlation and the emerged results about existence or non-existence of relationship between dependent variables and the selected factors under the study is presented in Table 2. It can be observed that within the personal factors, the relationship of the personal factors of the sons of practising dairy farmers like age was positively and highly significantly correlated with 1 per cent level of significance, while marital status was 5 per cent level of positive significantly correlated and fathers education was negatively at 1 per cent level of significantly correlated with their attitude towards permanently working in the rural area. The other factors like education and distance from district place of the sons of practising dairy farmers were non-significantly correlated with their attitude towards permanently working in the rural area. It is obvious that married individuals with slight matured and elder age have to bear more liability of themselves and family members to fulfil their personal, financial, social, psychological and educational needs than those of bachelor or unmarried individuals. It is observed

**Table 2.** Factors responsible to form the attitude of sons of the practising dairy farmers to stay physically and permanently working in rural area

Factors	Attitude r value	Willingness r value
<i>Personal Factors</i>		
Age	0.231**	0.003
Education	-0.072	-0.017
Marital Status	0.156*	0.054
Father's education	-0.261**	0.162*
Distance from district place	0.048	-0.055
<i>Economic Factors</i>		
Landholding	-0.001	0.000
Herd size	0.127	-0.064
Annual income	0.087	-0.019
Occupation	-0.073	0.073
<i>Social and Communicational Factors</i>		
Type of family	0.061	0.112
Social participation	-0.073	-0.051
Farm media exposure	0.061	0.057
Extension contact	-0.017	0.065
<i>Psychological Factors</i>		
Achievement motivation	-0.129	-0.286**
Self confidence	0.044	-0.239**
Scientific orientation	0.531**	-0.351**
Economic motivation	0.583**	-0.233**
Attitude towards farming	0.388**	-0.279**

\*\* Significant at 0.01 level of probability; \* Significant at 0.05 level of probability

that the families with animal husbandry and farming as major sources of income managed by the low educated fathers have the tendency to influence and motivate occupational workability to their daughters and sons of the new generation from the beginning of their childhood. In this way, they learn animal husbandry and farming practices linked sources of income by willing to settle in rural areas permanently. The findings were similar to the findings of Kumar et al., (2017). It can be seen that amongst the personal factors, father's education was positively and significantly correlated with the willingness of dairy farmer's sons to stay physically to work in a rural area, while age, education, marital status, distance from district place were non-significantly correlated with their willingness to stay physically to work in the rural area for different activities. The result indicates that though the level of education of the respondents' fathers was observed significant with the willingness of their sons to stay physically and work in a rural area, only one-tenth of their fathers had above the higher secondary level of education and most of them were educated from primary to higher secondary level. Thus the sons of dairy farmers, whose fathers had a secondary to a higher secondary or even slightly higher level of education might have the wish to settle their sons in the rural area for different farming and allied activities because majority of their sons education was also up to secondary to higher secondary level. None of the economic factors like landholding, herd size, annual income and occupation were significantly correlated with the attitude of the sons of practising dairy farmers towards permanently working in the rural area. However, it was noticed that within the irrespective size of landholding, herd size, level of annual family income and association of family in one or more occupations amongst the sons of practising dairy farmers, attitude

towards permanently working in the rural area was identical and positive. It shows that with irrespective levels of economic condition oriented sons of dairy farmers realised the parallel significance of adopting dairy farming staying in the rural area. The findings were similar to the findings of Kumar et al., (2020); Maurya et al., (2021); Kumar & Meena (2021). It can be seen that amongst the economic factors, all the variables viz. landholding, herd size, annual income and occupation were non-significantly correlated with the willingness of dairy farmer's sons to stay physically and work in the rural area. This shows that landholding, herd size, annual income and occupation did not play an important role in motivating dairy farmers' sons' willingness to stay physically and work in rural areas for different farming and allied activities. In other words, it can be said that sons of dairy farmers with irrespective sizes of their family landholding, herd size, annual income and occupation, the willingness of the practising dairy farmer's sons to stay physically and work in a rural area was identically very poor to poor. The findings were similar to the findings of Malla et al., (2019).

Among social and communicational factors, type of family, social participation, farm media exposure and extension contact of the sons of practising dairy farmers were demonstrated non-significant relationship and did not play any key role in forming the positive attitude of young sons of dairy farmers towards permanently working in the rural area. On the other hand, it can also be said that with irrespective types of family, levels of social participation, farm media exposure and extension contacts of the sons of dairy farmers were equally highly positive towards eternally working in the rural area considering the similar significance of adopting dairy farming staying in the rural area. The findings were similar to the findings of Chauhan & Patel (2020); Gulkari & Chauhan (2019). It can be noticed that type of family, social participation, farm media exposure and extension contact of dairy farmer's sons as social and communicational factors were non-significantly correlated with their willingness to stay physically and work in the rural area. This indicates that none of the social and communicational factors played a significant and motivating role in developing the willingness amongst the dairy farmer's sons to stay physically and work in the rural area. This might be due to identically poor to medium degree of willingness amongst the majority of the sons of dairy farmers to work in a rural area with irrespective types of their family, activeness in various social organizations, association with farm media and levels of connectivity with extension agents. The findings are similar to the findings of Yadav et al., (2017); Khatri & Chauhan (2020).

Amongst the psychological factors, scientific orientation, economic motivation and attitude towards farming were positive and significantly correlated with the attitude of the sons of dairy farmers towards permanently working in the rural area at 1 per cent level of significance, while achievement motivation and self-confidence were non-significant with their attitude. It confirms that whoever young sons of dairy farmers was highly oriented towards scientific ways of handling occupation, highly motivated to be financially rich and emotionally encouraging in accepting farming as an occupation had a positive attitude towards working in the rural area. The result is in conformity with the findings of Khatri

& Chauhan (2020). It can be observed in Table 2 that achievement motivation, self-confidence, scientific orientation, economic motivation and attitude towards farming of dairy farmer's sons as psychological variables were negatively highly significant with their degree of willingness to stay physically and work in the rural area with 1 per cent level of significance. This shows that the dairy farmers sons with a low degree of inspiration to achieve good status in life, low confidence in their own ability to handle activities of life and occupation, low tendency to follow scientific ways of living life, less enthusiasm to achieve high economic status and unenthusiastic mind set towards adopting farming as a livelihood occupation had a high degree of approval to be a part of rural life. It is obvious that dairy farmer's sons with secondary to the higher secondary level of education have comparatively low belief in their own abilities to achieve higher goals in career, low wish to settle in urbanized areas, low orientation towards science, poor capacity to achieve economic status would always have wish to settle in the rural areas.

### CONCLUSION

The study reveals that the majority of the sons of practising dairy farmers had a favourable to highly favourable attitude towards permanently working in the rural area. It also reveals that the majority of the dairy farmers' sons had poor overall willingness to stay physically to work in the rural area, It also concludes that the relationship of the attitude of young dairy sons of dairy farmers towards permanently working in the rural area was positively and significantly correlated with their age, marital status, scientific orientation, economic motivation and attitude towards farming, while it was negatively significant with the level of their father's education. The willingness of dairy farmer's sons to work in the rural area was observed positively and significantly correlated with their level of father's education, while it was negatively significant with their achievement motivation, self-confidence, scientific orientation, economic motivation and attitude towards farming.

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