



ISSN (E): 2277- 7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2022; SP-11(4): 1105-1107  
© 2022 TPI  
[www.thepharmajournal.com](http://www.thepharmajournal.com)  
Received: 04-02-2022  
Accepted: 07-03-2022

## J Sai Prasanna

Department of Animal Genetics and Breeding, College of Veterinary Science, P.V. Narsimha Rao Telangana Veterinary University, Hyderabad, Telangana, India

## Sireesha Pulla

Department of Veterinary and Animal Husbandry Extension NTR College of Veterinary Science, Sri Venkateswara Veterinary University, Tirupati, Andhra Pradesh, India

## Factors influencing the attitude of farmers of Telangana towards rabbit farming

J Sai Prasanna and Sireesha Pulla

### Abstract

The present study explored the attitude of farmers towards rabbit farming. An attitude scale consisting of 12 statements was administered to 60 rabbit farmers who visited the Rabbit Research Station, College of Veterinary Science, Rajendranagar, Hyderabad, Telangana. Results revealed that majority of the respondents were young, studied up to high school and higher secondary school level, were from the middle income group, belonged to nuclear families and had a high level of innovativeness. When the attitude of the farmers towards rabbit farming was assessed, it was found that majority belonged to the highly favorable category. When the relationship between the independent variables and attitude of respondents was studied, education of the farmers had a positive and significant relationship with the attitude.

**Keywords:** Attitude, farmers, rabbit farming

### Introduction

Rabbit production has the greatest potential in developing countries such as India, where there is a severe shortage of animal source protein to the ever increasing human population. Despite the benefits of low investment and labor costs, easy handling, high growth and fecundity rates, and highly profitable products, rabbit farming has not gained lot of popularity in the country. Poor marketing infrastructure, a scarcity of quality parent stock and training facilities, superstitions, and high production costs are likely to be the most significant roadblocks for this enterprise. Keeping this in view, we might assume that the farmers have a negative opinion of this potential business. However, before reaching to such a conclusion, it would be prudent to examine the farmer attitudes, as attitudes are important in the adoption/non-adoption of various livestock technologies. A detailed assessment of farmer attitudes might help the public and private extension systems involved in designing appropriate strategies for promoting potential farming enterprises among the prospective farming community. Telangana has a population of 15,156 rabbits according to the 20<sup>th</sup> livestock census, 2019. This figure is very low, given the fact that the state stands in the first place with respect to meat eaters in the country. There is possibility to promote rabbit farming in the state as rabbit meat can be an additional and sustainable source of animal protein (Mutsami and Karl, 2020) [5].

Keeping these points in view, the need for learning about the attitude of farmers towards rabbit farming was felt. Hence, the present study was taken up with the following objectives.

1. To study the profile of farmers.
2. To ascertain their attitude towards rabbit farming and the factors associated with it.

### Methodology

To assess farmers' attitude towards rabbit farming, a psychological scale developed using the Equal Appearing Interval technique (Thurstone and Chave 1929) [4] by Prathap and Ponnusamy, 2004 [2] was used. In this study, attitude was defined as respondents' mental disposition towards rabbit farming in varying degrees of favorability or unfavorability. The scale consisting of 12 statements (Table 1) was adopted from Prathap and Ponnusamy, 2004 [2]. All the statements were arranged at random and given to the respondents.

## Corresponding Author

### J Sai Prasanna

Department of Animal Genetics and Breeding, College of Veterinary Science, P.V. Narsimha Rao Telangana Veterinary University, Hyderabad, Telangana, India

**Table 1:** Attitude scale

S No	Statement	Nature of the statement
1	Rabbits are dirty creatures	Unfavourable
2	Housing costs for rabbit rearing are very high	Unfavourable
3	Rabbit rearing can be taken up mostly in cool temperatures	Unfavourable
4	Ready-made pellet feeds are less available for rabbits	Unfavourable
5	There is less market potential for rabbits	Unfavourable
6	Rabbits are less vulnerable for many diseases	Unfavourable
7	Rabbit rearing requires less labor	Favourable
8	Rabbit rearing provides for value added products from rabbit skins	Favourable
9	Backyard rabbit rearing provides gainful self employment	Favourable
10	Rabbit droppings can be used for vermiculture	Favourable
11	Rabbits can be reared at backyards with inexpensive feeds	Favourable
12	Rabbits have a rapid growth rate	Favourable

A 3-point continuum of 'Agree', 'Undecided' and 'Disagree' were used as response categories. The present study was conducted on the farmers interested in rabbit farming in the state of Telangana. Sixty individuals who approached the scientists in Rabbit research station, College of Veterinary Science, Rajendranagar, Hyderabad, Telangana were selected for the study of various factors influencing farmers' attitudes towards rabbit farming. Age, education, occupation, annual income, family type, and innovativeness were chosen as independent variables in consultation with experts and extensive review of literature. The respondents rated each statement on the scale, conveying their attitude towards rabbit farming, and these ratings were summed to yield an individual score. Data was collected by personally interviewing the respondents using a structured interview schedule. The statistical techniques used in this study included percentages and correlation analysis.

### Results and Discussion

The distribution of respondents according to their profile characteristics is presented in Table 2. It can be inferred that, majority of the respondents were young and most of them (50.00%) were educated up to high school level followed by 23.33 percent with higher secondary level of education. Majority (70.00%) of the farmers had agriculture and allied activities as their source of living. These farmers have taken interest in rabbit rearing as it supplements to their income levels. The distribution also shows that majority of respondents belonged to the middle income group (63.33%) followed by high income (28.33%) and low income groups (8.33%). Majority of the farmers belonged to nuclear families and a high level of innovativeness was observed in 50.00 percent of the farmers. Rabbit rearing, being a new farming activity with several advantages like faster growth and high quality of meat, only the innovative farmers with diverse marketing strategies would like to venture.

**Table 2:** Demographic profile of the respondents

S No	Category	Number of Respondents	Percentage
<b>Age</b>			
1.	Young (<35 years )	35	58.33
2.	Middle (35-50 years)	17	28.33
3.	Old (>50 years)	8	13.33
<b>Education</b>			
1.	Primary (up to 5 <sup>th</sup> )	4	6.67
2.	Middle (6 <sup>th</sup> - 8 <sup>th</sup> )	2	3.33
3.	High school (9 <sup>th</sup> -10 <sup>th</sup> )	30	50.00
4.	Higher secondary (11 <sup>th</sup> -12 <sup>th</sup> )	14	23.33
5.	Graduation and above	6	16.67
<b>Occupation</b>			
1.	Agriculture and allied activities	42	70.00
2.	Others	18	30.00
<b>Income level</b>			
1.	Low (< 2 lakh)	5	8.33
2.	Middle (2-5 lakh)	38	63.33
3.	High (> 5 lakh)	17	28.33
<b>Family type</b>			
1.	Joint family	15	25.00
2.	Nuclear family	45	75.00
<b>Innovativeness</b>			
1.	Low	5	8.33
2.	Medium	25	41.67
3.	High	30	50.00

### Attitude of farmers

Results revealed that majority of the respondents possessed highly favourable attitude towards rabbit farming. The

maximum and the minimum scores obtained were 34 and 22 respectively.

**Table 3:** Distribution of respondents based on their attitude

Category	Number of respondents	Percentage
Highly unfavourable (very low)	0	0.00
Unfavourable (low)	0	0.00
Neutral	8	13.33
Favourable (high)	21	35.00
Highly favourable (very high)	31	51.67

### Factors influencing the attitude of farmers towards rabbit farming

The study of the relationship between the respondents' attributes and their attitudes was deemed important for identifying the components responsible for the association, and the relationship was assessed using correlation coefficient. Table 4 shows the results of this study.

**Table 4:** Relationship between the independent variables and attitude

S No	Independent variables	"r" values
1	Age	0.1234
2	Education	0.2393*
3	Family type	0.0254
4	Occupation	0.0880
5	Annual Income	0.1172
6	Innovativeness	0.0564

Among the six variables, 'education' had a positive and significant relationship with attitude. The other variables did not show any significant relationship with the attitude. In a similar study conducted by Prathap and Ponnuswamy (2006) [3] it was found that only family type had a positive correlation with attitude, while Ganapat and Bholasingh (1999) found that education was positively correlated with attitude towards farming.

### Conclusion

The study's findings revealed that farmers had a high level of favorable attitude towards rabbit farming. Since majority of farmers were young and educated, various training programs or on-farm trials of rabbit farming technologies can be conducted. Also, information about rabbit farming maybe disseminated through various means to progressive farmers. Innovative farmers may be trained regarding effective utilization of various by-products from rabbits such as skin, manure and fur apart from meat. Value addition of rabbit products would go a long way in increasing the overall profitability of the rabbit enterprise.

### References

1. Ganpat WG, Bholasingh D. Attitude of farmers towards farming in Trinidad. *Journal of International Agricultural and Extension Education*. 1999;6:33-38.
2. Prathap Puthira D, Ponnusamy KA. A psychological scale to measure the attitude of farmers towards rabbit rearing, *Journal of psychological researches*. 2004;48(2):65-70.
3. Prathap Puthira D, Ponnusamy KA. Factors influencing the attitude of farmers of Tamil Nadu, India towards rabbit farming. *Livestock Research for Rural Development*. 2006, 18(5).  
<https://ssrn.com/abstract=1733014>
4. Thurstone LL, Chave EJ. The measurement of attitude.

Chicago: University of Chicago Press, 1929.

5. Mutsami C, Karl S. Commercial rabbit farming and poverty in urban and peri-urban Kenya. *Frontiers in Veterinary Science*. 2020;7:353.