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Awareness level of pastoralists of J&K regarding various dairy development programmes

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Abstract

The study was carried out in the Union Territory of Jammu & Kashmir, two districts Rajouri & Poonch from Jammu division were selected purposively because of being the districts of highest *Gujjar* population and two districts Anantnag & Baramulla from Kashmir division were selected purposively because of being the districts of highest *Bakarwal* population. 60 respondents (*Gujjars*) from migratory tracts of district Rajouri & Poonch from Jammu division were selected randomly and 60 respondents (*Bakarwals*) from migratory tract of districts Anantnag & Baramulla from Kashmir division were selected randomly comprising a total of 120 respondents. Pastoralists those who were rearing at least 10 milch animals were selected for the study. Data were collected with the help of a pretested structured interview schedule, tabulated and awareness index was calculated. 56.67 percent of the respondents were aware about the Mobile Veterinary Clinic for Gujjars & Bakarwals Scheme, 48.33 percent were aware of Dairy Entrepreneurship Development Scheme (DEDS) of NABARD, 30.83 percent were aware about Tribal Sub plan for Scheduled Tribes (Centrally Sponsored Scheme), 26.67 percent of the respondents were aware of the Private Paravet Scheme (Bare-foot Paravet Scheme), 81.67 percent were aware about the Intensive Cattle Development scheme (ICDS), 25.83 percent of the respondents were aware about the Rashtriya Krishi Vikas Yojna (RKVY) and 12.50 percent were aware of the Integrated Development of Small Ruminants and Rabbits (IDSRR). When awareness index was calculated the respondents had maximum awareness about the Intensive Cattle Development Scheme (ICDS) followed by Mobile Veterinary Clinic for Gujjars & Bakarwals Scheme, Dairy Entrepreneurship Development Scheme (DEDS) of NABARD, Tribal Sub plan for Scheduled Tribes (Centrally Sponsored Scheme), Private Paravet Scheme (Bare-foot Paravet Scheme), Rashtriya Krishi Vikas Yojna (RKVY) and Integrated Development of Small Ruminants and Rabbits (IDSRR). education, social participation, Herd size, milk production, annual income were positively and significantly correlated with awareness about different dairy development programme at 1% level of significance and age was negatively and significantly correlated with awareness level at 1% level of significance.

Keywords: Awareness, pastoralists, dairy, development, level

Introduction

Pastoralism makes a significant contribution to the economy of developing countries in terms of providing employment and in supplying nutrition to the rural poor. The pastoral communities of Jammu and Kashmir have retained all the typical characteristics of pastoral communities, viz. migration, having no land for tilling, having livestock as the sole source of subsistence and have no permanent structures. So, pastoral communities of J & K are a typical model to study. Dairying amongst pastoral communities is a subsistence pattern. Government of Jammu and Kashmir in order to support and strengthen this pattern initiated different dairy development programmes, some of the programmes were particularly directed towards upliftment of pastoralists in the Union Territory. This study was conducted to assess the awareness level of the pastoralists regarding various dairy development programmes initiated by the government.

Research methodology

The study was carried out in Jammu & Kashmir Union Territory, two districts Rajouri & Poonch from Jammu division were selected purposively because of being the districts of highest *Gujjar* population and two districts Anantnag & Baramulla from Kashmir division were selected purposively because of being the districts of highest *Bakarwal* population. 60 respondents (*Gujjars*) from migratory tracts of district Rajouri & Poonch from Jammu division were selected randomly and 60 respondents (*Bakarwals*) from migratory tract of districts Anantnag & Baramulla from Kashmir division were selected randomly comprising a total of

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120 respondents. Pastoralists those who were rearing at least 10 milch animals were selected for the study. Data were collected with the help of a pretested structured interview schedule. Cumulative Square Root Frequency method was adopted for classifying the respondents into three categories, i.e., low, medium and high as per the awareness level about various dairy development programmes initiated by the government. Frequency and percentage was used to reveal the distribution of respondent vis-à-vis the awareness level regarding different dairy development programmes. Awareness Index (in terms of mean Score/maximum Score expressed in percentage) was worked out to determine the level of awareness amongst the respondents about each Dairy Development Programme. Correlation between the profile characteristics and the awareness about dairy development programmes was worked out to find out the trends.

Result and Discussion

Table 1: Profile of respondents

Variables	Respondents (n = 120)	
	Frequency	Percentage
Age (years)		
Young (less than 35)	27	22.50
Middle (35 – 50)	38	31.67
Old (more than 50)	55	45.83
Education		
Illiterate	46	38.33
Functionally Literate	10	8.33
Primary	19	15.83
Middle	6	5.00
Secondary	11	9.17
Higher Secondary	8	6.67
Graduate and above	20	16.67
Social participation		
No membership	27	22.50
Membership of one organization	33	27.50
Membership of more than one organizations	57	47.50
Office bearers	3	2.50
Total Herd Size		
Small (<64)	65	54.17
Medium (64 to 184)	31	25.83
Large (>184)	24	20.00
Total milk production (litre/day)		
Low (<21)	41	34.17
Medium (21-30)	59	49.16
High (> 30)	20	16.67
Annual Income (In Rs.)		
Low (<221904)	40	33.33
Medium (221904-376307)	59	49.17
High (>376307)	21	17.50

Profile of the respondents

Age

Table 1 reveals that 45.83 percent of the respondents belong to old (>50 yrs) age group followed by middle ranging from 35 to 50 yrs and young (<35 yrs) which accounted for 31.67 percent and 22.50 percent respectively.

Education

The study shows that 38.33 percent of the respondents were

illiterate, followed by 16.67 percent graduates and above, 15.83 percent upto primary level, 9.17 percent secondary pass, 8.33 percent functionally literate, 6.67 percent educated upto higher secondary and only 5 percent were middle pass. The results are in consonance with the findings of Jeelani *et al.* (2015) [4], who reported that majority of the respondents were middle aged with poor education.

Social Participation

The results in Table 1 reveal that 47.50 percent of the respondents were member of more than one organization, 27.50 percent members of one organisation and 22.50 percent no membership and 2.50 percent were office bearers. Khandi *et al.* (2010b) [6] found negative, though insignificant association of social participation and knowledge level of Gujjars of Jammu district.

Total Herd Size

Results presented in table 1 reveal that majority (54.16%) of members possessed small sized herd (<64 animals), 25.83 percent possessed medium sized herd (64–184 animals) and only 20 percent possessed large sized herd (>184 animals). Animal husbandry is the caste occupation of Gujjars (Khandi *et al.*, 2011) [4]. Jeelani *et al.* (2015) [4] reported that the respondent gujjars had medium herd size with poor mass media exposure level. Khatra and Sharma (1992) [7] have reported that range of herd size among nomadic Gujjars was 11.60 to 13.73, and that they utilized their saving from buffalo keeping, increasing the herd size at the cost of their standard of living. Bhat *et al.* (1984) [1] conducted study on Gujjars of Jammu and Kashmir and found that their main family occupation was livestock rearing. Hasan (1989) [3] Union Territoryd that a large number of the Gujjars still stick to their ancestral profession of buffalo keeping and selling of milk and milk products. Samajadar (2000) [9] reported that Gujjars were engaged exclusively in their traditional occupation of buffalo rearing in the forest areas for sustenance with total dependence on it as the only source of their family income.

Total Milk Production (litre/day)

Table 4.1 indicates that most of the respondents (49.17%) were in the medium category (21-30 litre/day) of milk production, whereas 34.17 percent and 16.67 percent were in high (>30 litre/day) and low category (<21 litre/day) of milk production respectively.

Annual Income

Results presented in the Table 1 indicate that 49.17 percent of the respondents were in middle (Rs 221904-376307) annual income category, followed by low (< Rs 221904) and high (>Rs 376307) income category which comprised of 33.33 percent and 17.50 percent respectively.

Awareness about different Dairy Development Programmes

The directorate of animal husbandry and sheep husbandry Jammu and Kashmir was consulted for collection of information about various dairy development programmes initiated by the government. As per the information provided seven dairy development programmes were identified that were applicable for the pastoralists.

Table 2: Distribution of respondents as per the awareness about different Dairy Development Programmes

Awareness level	Frequency	Percentage
Low (upto 2.00)	54	45.00
Medium (2.01 to 4.00)	55	45.83
High (>4.00)	11	09.17

The results in Table 2 reveal that 45.83 percent of the respondents were found to have medium level of awareness and 45 percent had low level of awareness and only 9.17 percent of the respondents had high level of awareness regarding various dairy development programmes initiated by the government. The findings were in consonance with Human Development Report (2005), wherein it was reported that a reasonable number of villagers (47%) told that the level of information about various schemes was average. The findings were also in line with the findings of Rai and Singh (2008)^[8] who reported that the majority of respondents (60%) had partial awareness whereas a very low proportion (15%) having complete level of awareness. The results clearly indicate that a good chunk of the sample (45%) of the

respondents had low awareness, which needs to be addressed in time. The implementing agencies, NABARD and other extension agencies functional in the area need to gear up for creating focused awareness amongst the pastoralists. Tyagi and Sohal (1984)^[11] conducted the study on factors associated with adoption of dairy innovations in operational area of the Intensive Cattle Development Project, Karnal and inferred that increase in knowledge of dairy innovations leads to higher adoption of dairy innovations by the farmers. Tiwari *et al.* (2003)^[10] conducted a study on constraints regarding adoption of improved animal husbandry practices in Chhattisgarh plains and found that increase in knowledge level contributes positively to the increase in adoption.

Table 3: Awareness about different Dairy Development Programmes

S. No.	Dairy Development Programme	Frequency (n) N=120	Percentage (n/N×100)
1	Mobile Veterinary Clinic for Gujjars & Bakarwals Scheme	68	56.67
2	Dairy Entrepreneurship Development Scheme (DEDS) of NABARD	58	48.33
3	Tribal Sub plan for Scheduled Tribes (Centrally Sponsored Scheme)	37	30.83
4	Private Paravet Scheme (Bare-foot Paravet Scheme)	32	26.67
5	Intensive Cattle Development Programme (ICDP)	98	81.67
6	Rashtriya Krishi Vikas Yojna (RKVY)	31	25.83
7	Integrated Development of Small Ruminants and Rabbits (IDSRR)	15	12.50

Table 3 reveals that 56.67 percent of the respondents were aware about the Mobile Veterinary Clinic for Gujjars & Bakarwals Scheme, 48.33 percent were aware of Dairy Entrepreneurship Development Scheme (DEDS) of NABARD, 30.83 percent were aware about Tribal Sub plan for Scheduled Tribes (Centrally Sponsored Scheme), 26.67 percent of the respondents were aware of the Private Paravet

Scheme (Bare-foot Paravet Scheme), 81.67 percent were aware about the Intensive Cattle Development scheme (ICDs), 25.83 percent of the respondents were aware about the Rashtriya Krishi Vikas Yojna (RKVY) and 12.50 percent were aware of the Integrated Development of Small Ruminants and Rabbits (IDSRR).

Table 4: Awareness index of respondents regarding Dairy Development Programmes

Dairy Development Programme	Maximum obtainable score	Mean score	Index/Mean score express in percentage	Rank
Mobile Veterinary Clinic for Gujjars & Bakarwals Scheme	2	0.5667	28.33	II
Dairy Entrepreneurship Development Scheme (DEDS) of NABARD	2	0.4833	24.17	III
Tribal Sub plan for Scheduled Tribes (Centrally Sponsored Scheme)	2	0.3083	15.42	IV
Private Paravet Scheme (Bare-foot Paravet Scheme)	2	0.2667	13.33	V
Intensive Cattle Development scheme (ICDS)	2	0.8167	40.83	I
Rashtriya Krishi Vikas Yojna (RKVY)	2	0.2583	12.92	VI
Integrated Development of Small Ruminants and Rabbits (IDSRR)	2	0.1250	6.250	VII

The results in Table 4 reveal the awareness index of respondents regarding Dairy Development Programmes. As per the results the respondents had maximum awareness about the Intensive Cattle Development Scheme (ICDS) followed by Mobile Veterinary Clinic for Gujjars & Bakarwals Scheme, Dairy Entrepreneurship Development Scheme (DEDS) of NABARD, Tribal Sub plan for Scheduled Tribes (Centrally Sponsored Scheme), Private Paravet Scheme (Bare-foot Paravet Scheme), Rashtriya Krishi Vikas Yojna

(RKVY) and Integrated Development of Small Ruminants and Rabbits (IDSRR). ICDS being the oldest implemented programme with over 400 centres located in the nook and corner of the Union Territory explains the reason behind the high level of awareness regarding the scheme. DEDS obtained a lot of popularity by joint efforts initiated by department of animal husbandry and NABARD for creating awareness.

Correlation between Awareness about Different Dairy Development Programmes of the respondents and their profile

Table 5: Correlation between awareness about different dairy development programmes of the respondents and the profile

Variables	Correlation coefficient (r)
Age	-0.4793**
Education	0.5818**
Social participation	0.5153**
Herd Size	0.3879**
Milk Production	0.3240**
Annual Income	0.2829**

It is clear from the table that education, social participation, herd size, milk production, annual income was positively and significantly correlated with awareness about different dairy development programme at 1% level of significance and age is negatively and significantly correlated with awareness level at 1% level of significance. The reason of negative correlation may be the complex and verbose nature of the programmes, the comprehension of which needs a minimum level of education and education itself being negatively correlated with age in the present study, explains the reason behind it. The findings were not in consonance with Bishnoi and Singh (2007) [2], who reported in their study that knowledge about the activities of DWCRA increased as the age of the respondents increased.

Conclusion

The results clearly indicate that a good chunk of the sample (45%) of the respondents had low awareness, which needs to be addressed in time. The implementing agencies, NABARD and other extension agencies functional in the area need to gear up for creating focused awareness amongst the pastoralists. The study clearly indicates that the respondents had low level of awareness regarding some important programmes started by government like IDSRR, RKVY, Bare-foot Paravet Scheme, Tribal Sub plan for Scheduled Tribes raising question marks on the effectiveness and efficiency of the extension agencies operational in the Union Territory. Co-ordinated efforts need to be put to improve the awareness level of the pastoralists regarding these programmes. The study revealed that education, social participation, herd size, milk production, annual income was positively and significantly correlated with awareness about different dairy development programme at 1% level of significance and age is negatively and significantly correlated with awareness level at 1% level of significance.

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