



A STUDY ON ASPIRATIONS OF BUFFALO FARMERS AND ITS RELATIONSHIP WITH SOCIO ECONOMIC VARIABLES IN ANDHRA PRADESH

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ABSTRACT

The study was conducted on 144 buffalo farmers selected from 24 villages of Guntur and Prakasam districts of Andhra Pradesh to ascertain the aspirations of buffalo farmers regarding buffalo farming. The study revealed that majority of respondents (67.36%) had high aspiration regarding buffalo farming in the study area. Majority of respondents in the study area had opinion that buffalo farming was a profitable business (67.36%) and rewarding job (75.69%). About one third of respondents (36.11%) evinced interested to expand their herd size. None of the respondents in the study area felt that buffalo rearing was a low status profession in the society. Income from buffalo and herd size had highly significant ($p < 0.01$) correlation with aspiration of respondents.

KEY WORDS: Aspiration, buffalo farmers, Guntur, Prakasam, Andhra Pradesh.

INTRODUCTION

People have ideals concerning the state of affairs which they regard as highly desirable; such ideals are called aspiration (Triandis, 1971). According to Markus and Nurius (1986), aspirations reflect individuals ideas of their "possible selves," what they would like to become, what they might become, and what they do not wish to become. Aspirations play an important role in influencing how young people make life choices, how they think and feel about themselves. Higher poverty rates and lower socio economic status in rural communities also had impact on the aspirational levels of young people (Schaefer and Meece, 2009). Socio economic characteristics like education, herd size, farm size, occupation, family education status, mass media exposure, total income, land holding, innovativeness, extension contact, experience of dairying, economic motivation and information seeking were found to be positively related with level of aspiration (Ramchand, 1980, Squicciarini and Vandeplass, 2011 and Raina *et al.*, 2016). Aspirations of buffalo farmers play a key role in sustainability of buffalo rearing (Luxton *et al.*, 2013).

MATERIALS & METHODS

A total of 144 respondents were identified through multistage random sampling technique in Guntur (72) and Prakasam (72) districts of Andhra Pradesh. The statements for assessing aspiration of buffalo farmers for this study were prepared from the aspiration statements used by Ramkumar (1994). Aspirations of the buffalo farmers was studied through identified 10 aspiration statements which include five positive statements and five negative statements on buffalo farming. The answers were elicited through personal interview and quantified by giving scores of 1 and 0 for yes and no responses respectively. Based on

the total scores, the respondents were categorized into high and low aspiration buffalo farmers.

RESULTS & DISCUSSION

Aspirations of buffalo farmers regarding buffalo farming

The data with regard to aspiration of respondents on buffalo farming is depicted in table 4.2. Majority of respondents (67.36%) had high aspiration regarding buffalo farming in the study area. The results are similar to the findings of Ramkumar (1994) who found that majority of the dairy farmers in Kerala had high aspiration regarding dairying. The findings are contrary to the findings of Ramchand (1980) who stated that majority of dairy farmers in Haryana were having medium level of aspiration.

The study also revealed that respondents in Prakasam district had more aspiration than Guntur district (table 1). None of the respondents considered buffalo rearing to be a low status profession in the study area. Respondents in Prakasam district had more aspirations to become an ideal buffalo farmer than in Guntur district. Majority of the respondents in Prakasam district stated that buffalo rearing was a rewarding job; profitable business and they wished to expand their herd size than those in Guntur district. In Prakasam district, about 24 per cent of respondents chose buffalo farming because they did not have any other means to earn money and nearly 43 % of respondents wanted their children to continue buffalo farming. These findings are in agreement with the results of Squicciarini and Vandeplass (2011) who reported that about half of dairy farmers (47%) would like their children to continue dairy farming in the future and 30 per cent of dairy farmers wanted to expand their dairy business in Andhra Pradesh. These results are also similar to the findings of Ramkumar (1994) who found that majority of dairy

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farmers wanted to expand their herd size and would like to become ideal dairy farmers.

II. Relationship between socio economic variables and aspiration of farmers on buffalo farming

The 'r' values of the considered correlation between independent (socio economic) variables and dependent (aspiration) variables are presented table 4.34. The result showed that income from buffalo and herd size had highly significant ($p < 0.01$) correlation with aspiration of respondents. But, experience in buffalo farming had highly significant but negative correlation with aspiration of respondents. There was a significant and negative correlation ($p < 0.05$) was observed between land holding and aspiration. No significant correlation between family size, community, family income and aspiration. There was

no significant relationship found with age, respondent's education and family income with aspiration of respondents.

Results are almost similar to the findings of Raina *et al.* (2016) who found that education, land holding, innovativeness extension contact, annual income, and experience in dairying, economic motivation and information seeking had positive and significant relationship but only age was negatively significantly correlated with their entrepreneurial behaviour in Jammu and Kashmir. Results are also similar to the findings of Ramchand (1980) who reported that education, herd size, farm size, occupation, family educational status, mass media exposure and total income were found to be positively related with level of aspiration of dairy farmers in Haryana.

TABLE 1: Distribution of respondents based on their score on aspiration statements

SI. No	Aspiration statements	Guntur		Prakasam		Total	
		f*	%	f*	%	f*	%
1	I don't want my children to continue buffalo farming after me	44	61.11	41	56.94	85	59.03
2	I wish to change my farm to modern buffalo farming	11	15.28	11	15.28	22	15.28
3	I do buffalo farming to carry on my family tradition	30	41.67	26	36.11	56	38.89
4	I wish to learn more about buffalo rearing	20	27.78	19	26.39	49	34.03
5	Buffalo rearing is a low status profession and I don't like to continue	0	0	0	0	0	0
6	Although there is risk in buffalo rearing, it is a profitable business	47	65.28	50	69.44	97	67.36
7	I do not have any other way to earn money and so I am doing buffalo rearing	8	11.11	17	23.61	25	17.36
8	I wish to be an ideal buffalo farmer in my village	10	13.89	15	20.83	25	17.36
9	Buffalo rearing is not a rewarding job and hence I don't like it?	21	29.17	14	19.44	35	24.31
10	I wish to expand my farm by adding more buffaloes	25	34.72	27	37.50	52	36.11

*Multiple responses

TABLE 2: Distribution of respondents based on the level of aspiration regarding buffalo rearing

SI. No	Category	Guntur		Prakasam		Total	
		f	%	f	%	f	%
1	Low (up to 5)	25	34.72	22	30.56	47	32.64
2	High (5 & above)	47	65.28	50	69.44	97	67.36
Total		72	100.00	72	100.00	144	100.00

Median: 5

TABLE 3: Relationship between socio economic variables and aspiration of farmers on buffalo farming

SI. No	Socio economic variables	'r' value
1	Age	-0.152
2	Family size	0.084
3	Respondents education	-0.049
4	Community	0.125
5	Family income	-0.020
6	Income from buffalo	0.333**
7	Land holding	-0.164*
8	Herd size	0.348**
9	Experience in buffalo farming	-0.224**
10	Extension contact	0.094

** Significant at ($P < 0.01$) *Significant at ($P < 0.05$)

CONCLUSION

Majority of the respondents aspired that buffalo farming was a profitable business (67.36%) and rewarding job (75.69%) to them. More than one third of respondents (36.11%) evinced interested to expand their herd size. None of the respondents felt that buffalo rearing was a low

status profession in the society. Overall, majority (67.36%) of respondents had high aspirations regarding buffalo farming.

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