





### 3. Results and Discussion

Table 1: Socio-economic characteristics of dairy farmers of Andhra Pradesh.

S. No	Category	Digital media group		Traditional media group		Total	
		Frequency (N=60)	Percentage	Frequency (N=60)	Percentage	Frequency (N=120)	Percentage
<b>1.</b>	<b>Age</b>						
	Young	6	10.00	10	16.67	16	13.33
	Middle	45	75.00	39	65.00	84	70.00
	Old	9	15.00	11	18.33	20	16.67
<b>2.</b>	<b>Gender</b>						
	Male	58	96.67	58	96.67	116	96.67
	Female	2	3.33	2	3.33	4	3.33
<b>3.</b>	<b>Education</b>						
	illiterate	2	3.33	30	50.00	32	26.65
	Can read – only	0	0	0	0	0	0
	Can read and write	0	0	0	0	0	0
	Primary School	6	10.00	16	26.67	22	18.35
	Secondary School	5	8.33	8	13.33	13	10.83
	Intermediate	22	36.67	4	6.67	26	21.67
	Graduate and above	25	41.67	2	3.33	27	22.5
<b>4.</b>	<b>Social status</b>						
	OC	25	41.67	27	45.00	52	43.35
	BC	28	46.67	28	46.67	56	46.67
	SC	6	10.00	5	8.33	11	9.15
	ST	1	1.66	0	0	1	0.83
<b>5.</b>	<b>Family size</b>						
	Small	12	20.00	21	35.00	33	27.51
	Medium	46	76.67	39	65.00	85	70.83
	Large	2	3.33	0	0	2	1.66
<b>6.</b>	<b>Landholding</b>						
	Landless	4	6.67	3	5.00	7	5.83
	Marginal	16	26.67	26	43.33	42	35.00
	Small	32	53.33	28	46.67	60	50.00
	Medium	5	8.33	3	5.00	8	6.67
	Large	3	5.00	0	0	3	2.5
<b>7.</b>	<b>Occupation</b>						
	Agriculture	33	55.00	35	58.33	68	56.65
	Dairying	25	41.67	22	36.67	47	39.17
	Labor	1	1.67	3	5.00	4	3.35
	Any other job	1	1.66	0	0	1	0.83

<b>8.</b>	<b>Herd size</b>						
	Small	4	6.67	16	26.67	20	16.67
	Medium	47	78.33	36	60.00	83	69.165
	Large	9	15.00	8	13.33	17	14.165
<b>9.</b>	<b>Income</b>						
	Low	12	20.00	10	16.67	22	18.33
	Medium	39	65.00	39	65.00	78	65.00
	High	9	15.00	11	18.33	20	16.67
<b>10.</b>	<b>Social participation</b>						
	Low	0	0	0	0	0	0
	Medium	49	81.67	58	96.67	107	89.17
	High	11	18.33	2	3.33	13	10.83
<b>11.</b>	<b>Mass media exposure</b>						
	Low	1	1.67	18	30.00	19	15.83
	Medium	36	60.00	37	61.67	73	60.83
	High	23	38.33	5	8.33	28	23.34
<b>12.</b>	<b>Information seeking behavior</b>						
	Low	6	10.00	7	11.67	13	10.83
	Medium	37	61.67	50	83.33	87	72.50
	High	17	28.33	3	5.00	20	16.67
<b>13.</b>	<b>Extension contact</b>						
	Low	17	28.33	18	30.00	35	29.17
	Medium	38	63.33	23	38.33	61	50.83
	High	5	8.33	19	31.67	24	20.00

The majority of Andhra Pradesh dairy farmers (70.00%) were in the middle age category, followed by the old (16.67%) and the young (13.33%). 73.35 percent of farmers were literate (from elementary school to graduation), whereas 26.65 percent were illiterate. In addition, the emergence of social media has fueled interest among middle-aged populations, as YouTube and WhatsApp enabled virtual communication while obtaining knowledge/income. Younger generations are exposed to diverse professions and move to cities/towns, whilst middle-aged dairy farmers are lured to social media. In this study, only dairy farmers who use YouTube and WhatsApp were chosen as respondents and the preceding pattern was observed. The majority (96.67%) of respondents were males, with very few females (3.33%). Due to agricultural and domestic duties, rural women may not be aware of

scientific procedures and practices.

Table 1 showed that the majority of respondents (46.67%) were from BC, followed by OC (43.35%) and SC (9.15%), with only 0.83 percent from ST. In the study area, open category (OC) farmers are generally interested in business and marketing, while backward caste farmers prefer dairying. Most respondents (70.83%) had a medium-sized family, followed by small (27.51%) and large (1.66%). This tendency may be because young and middle-aged people choose nuclear families whilst older people prefer joint families. Landholding revealed that the majority (50.00%) of respondents had small landholdings followed by marginal (35.00%), medium (6.67%), landless (5.83%) and large (2.5%). This is due to high population density and urbanization has reduced the per capita availability of land.

From Table 1 it was observed that agriculture (56.65%) was the most common occupation, followed by dairying (39.17%), labour (3.35%) and other jobs (0.83%). Farmers have been practicing agriculture as the primary source of livelihood since ancient times, with dairy farming as a subsidiary occupation, which might have resulted in the above trend. The majority of respondents (69.165%) had medium herds, followed by small (16.67%) and large herds (14.165%). Lack of housing facilities for more animals, high livestock prices, etc., would have resulted in most dairy farmers maintaining a medium herd size. Table 1 shows that most dairy farmers (65.00%) had medium income, followed by low (18.33%) and high (16.67%). This could be attributed to poor utilization of livestock potential, as well as lack of adequate technical knowledge support.

Social participation revealed that the majority of respondents (89.17%) had a medium level, followed by a high (10.83%) and low level. Poor social participation may be explained by conventional societal limits. The majority of respondents (60.83%) had a medium level of media exposure, followed by high (23.34%) and low (15.83%). Most respondents used mass media for information on dairy husbandry, which indicates their exposure to scientific and modern technologies and practices.

Table 1 revealed that the majority of respondents (72.50%) were in the medium category for information seeking, followed by high (16.67%) and low (10.83%). This could be due to respondents interest in dairy husbandry practices, which may drive them to increase their profit margins in dairy farming. Most respondents (50.83%) had medium extension contact, followed by low (29.17%) and high (20.00%). The

extension contacts will strengthen dairy farmers' scientific knowledge, eventually leading to the adoption of scientific practices.

#### 4. Conclusion

The majority of respondents belonged to the middle age group and were males, literate from primary school to graduation and from Backward caste (BC). Most respondents had a medium family size with agriculture as their main occupation and had small landholdings. The majority of respondents had a medium herd size, income and social participation. Most respondents had a medium level of media exposure, information seeking behaviour and extension contact. The socioeconomic characteristics of Andhra Pradesh dairy farmers suggested that there is room for socioeconomic improvement, ultimately leading to animal husbandry development.

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