

## ADOPTION OF IMPROVED DAIRY MANAGEMENT PRACTICES: A STUDY ON GOWLI COMMUNITY

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(Received 25 October 2021, Revised 28 November 2021, Accepted 24 December 2021)

**ABSTRACT :** The present research was conducted during the year 2020-21 in Dharwad district of North Karnataka. The *ex-post facto* research design was used in this study. Considering more number of Gowli families, six villages of Dharwad taluk were selected and from each village 20 respondents were selected randomly, constituting 120 samples for the study. The results indicated that 69.17 per cent of Gowlis belonged to the low adoption category. Cent percent (100%) of the Gowlis possessed local and crossbreed cow and upgraded buffaloes for milch purpose and 95.83 per cent had full adoption to keep watch on heat symptoms of cow/buffalo. In feeding practices, 98.30 and 63.34 per cent of them had partially adopted feeding 12 kg green fodder and 5 kg dry fodder per day per animal and feeding 1 kg of concentrates per every 2 kg milk yield, respectively. More than one-tenth of Gowlis had fully adopted management practices for Haemorrhagic septicaemia (11.67%) and Black quarter (10.83%). Construction of dairy shed at a higher elevation was fully adopted by only 12.50 per cent of Gowlis and filtering of milk with a sieve or muslin cloth after milking was fully adopted by 76.67 per cent. Cent percent (100%) of Gowlis perceived these constraints as greater extent *i.e.*, non-availability of green fodder, non-availability of emergency veterinary services and low milk yield, whereas, constraints perceived as lesser extent were lack of insurance of dairy animals (99.17 %). Variables such as Cosmopolitanism and Economic motivation had a positive and significant relationship with Adoption.

**Key words :** Adoption, constraints, Gowlis, management.

**How to cite :** N. K. Felix, N. Manjula and V. S. Kulkarni (2022) Adoption of improved dairy management practices: A study on Gowli community. *J. Exp. Zool. India* 25, 385-391. DocID: <https://connectjournals.com/03895.2022.25.385>

### INTRODUCTION

Dairy farming is one of the important activities of the rural population of our country. The importance of dairy, as a subsidiary industry to agriculture, has been stressed by the National Commission on Agriculture. Dairy Enterprise, next to agriculture, not only provides continuous income and improves dietary standards of the family but also supplements the income and reduces unemployment to a large number of the rural poor. In India, out of 70 per cent of farmers practicing dairying, 67 per cent belong to small and medium dairy farmers and they depend on dairy farming for their day-to-day livelihood. Dairying is recognized as an instrument for social and economic development. Over the last three decades, the Indian dairy sector has progressed from a situation of scarcity to that of plenty. Uttar Pradesh (U.P.) is the leading producer of milk (30,519 tonnes) in India. Karnataka stands at 11<sup>th</sup> position, producing 7901 tonnes of milk (Anonymous, 2019). Bagalkot district is the

highest producer of milk (180 million tonnes) in Karnataka according to the National Dairy Development Board statistics report of 2015 (Anonymous, 2015).

India has the largest population of tribal people in the world. Tribal people in India are called Adivasi. Terms such as Atavika, Vanavasi ("Forest dwellers"), or Girijan ("Hill people") are also used for the tribes of India. Tribal communities live in about 15% of the country's areas, in various ecological and geo-climatic conditions ranging from plains and forest to hills and inaccessible areas. Gowlis are one among them. The study on Gowlis gives a very interesting and revealing account of the historical changes in their lifestyle as they are traditional buffalo keepers. Gowlis mainly rear Pandharpuri and Dharwadi buffaloes. They are involved in dairy farming and animal husbandry from generations for their livelihood. People of Gowli community are also known as "Dhangar Gowli". Gowli community consists of small hamlets of 20 to 30 families. They are facing problems like shortage of fodder,