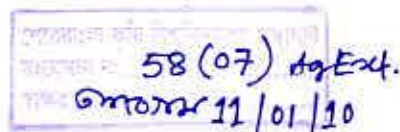


ATTITUDE OF RURAL WOMEN TOWARDS LIVESTOCK REARING

BY

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A thesis

*Submitted to the Department of Agricultural Extension and Information System
Sher-e-Bangla Agricultural University, Dhaka
In partial fulfillment of the requirements
for the degree of*

MASTER OF SCIENCE (MS)

IN

AGRICULTURAL EXTENSION AND INFORMATION SYSTEM

SEMESTER: JANUARY-JUNE, 2008

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This is to certify that the thesis entitled “**Attitude of Rural Women Towards Livestock Rearing**” submitted to the Faculty of Agriculture, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of **MASTER OF SCIENCE in AGRICULTURAL EXTENSION AND INFORMATION SYSTEM**, embodies the result of a piece of bona fide research work carried out by **Afroz Zahan**, Registration No. 00822 under my supervision and guidance. No part of the thesis has been submitted for any other degree or diploma.

I further certify that any help or source of information, received during the course of this investigation has been duly acknowledged.

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**DEDICATED
TO
MY BELOVED PARENTS**

ACKNOWLEDGEMENTS

All praises are due to Almighty creators, the Great, Gracious and Merciful, Whose blessings enabled the author to complete this research work successfully.

The author deems it a proud privilege to express her gratefulness, sincere appreciation and immense thanks to her supervisor Professor Md. Shadat Ulla, Department of Agricultural Extension and Information System, Sher-e-Bangla Agricultural University, Dhaka, for his continuous guidance, cooperation, constructive criticism and helpful suggestions, valuable opinion in carrying out the research work and preparation of this thesis, without his intense co-operation this work would not have been possible.

The author feels proud to express her sincere respect, sincere appreciation and immense indebtedness to her co-supervisor Professor Mohammad Hossain Bhuiyan, Department of Agricultural Extension and Information System, Sher-e-Bangla Agricultural University, Dhaka, for his scholastic and continuous guidance, constructive criticism and valuable suggestions during the entire period of course and research work and preparation of this thesis.

The author expresses her earnest respect to Professor M. Zahidul Haque, Chairman, Department of Agricultural Extension and Information System, Sher-e-Bangla Agricultural University, Dhaka for valuable suggestions and cooperation during the study period. The author also expresses her heartfelt thanks to all the teachers of the Department of Agricultural Extension and Information System, SAU, for their valuable teaching, suggestions and encouragement during the period of the study.

The author expresses her sincere appreciation to her husband, brother, sisters, relatives, well wishers and friends for their inspiration, help and encouragement throughout the study.

The Author

ATTITUDE OF RURAL WOMEN TOWARDS LIVESTOCK REARING

ABSTRACT

The main purpose of the study was to determine and describe the rural women's attitude towards livestock rearing and to find out the relationship between the selected characteristics of the rural women and their extent of attitude towards livestock rearing. The study was conducted in Kapasia under Gazipur district. Data were collected from the rural women using a pre-tested interview schedule during 7th to 25 May 2008. From the study, it was found that the highest proportion (38.1 percent) of the respondents had more positive attitude compared to 36.2 percent had most positive attitude and 25.7 percent had positive attitude. Pearson Product Moment Correlation (r) test was used to ascertain the relationships between the concerned dependent and independent variables of the study. Findings revealed that education, family member, income of the respondents, contact with service providers, helping in family activities, knowledge on poultry rearing, knowledge on cattle rearing of rural women showed significant relationships with their attitude towards livestock rearing. On the other hand age, farm size, visit in different place, contact with mass media, problem faced for livestock rearing did not show any significant relationships with their attitude toward livestock rearing.



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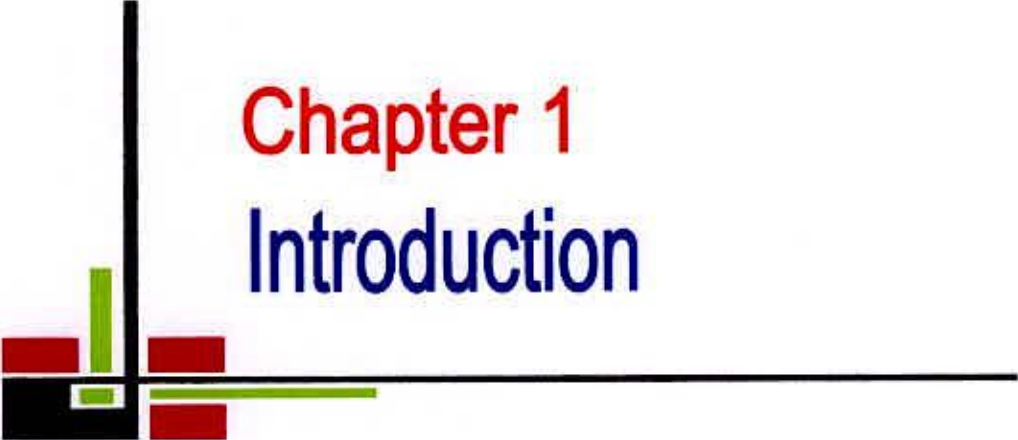


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Chapter 1

Introduction

INTRODUCTION

1.1 General Background

Bangladesh is one of the most densely populated country in the world with a population of over 139.76 million with a growth rate of 1.48 percent per annum (BBS, 2005). An overwhelming majority of the total population (76.61 percent) live in rural areas. Population density is 928 persons per square kilometer (BBS, 2005). It is Asia's 6th and world's 9th most populous country. The per capita income is about 470 and its people have a life expectancy of 61 years (BBS, 2005).

Agriculture is the backbone of this country. Livestock is one of the important segments of the overall economy of Bangladesh. It contributes about 3.1 percent to the GDP of Bangladesh and therein total foreign exchange earning accounts for about 6.2 percent. Milk and meat production are 9.6 and 2.03 million metric tons respectively (BBS, 2005). Majority of the people of Bangladesh are suffering from malnutrition, especially due to shortage of protein. Livestock can play a vital role in solving nutritional deficiency within a shortest possible time. Furthermore, it has got a great potentiality to provide additional income to the poor families.

It is estimated that women are almost half of the total population of the world. In Bangladesh, 49.06% of the populations are women of which 76.6% live in the rural area (BBS, 2005). There is a close relationship between the status of women and the socio-economic development of any country. To ensure a balance socio-economic development of the country, empowerment of women is a pre-condition. This may be achieved only when there is an increased participation of women in income generating activities.

The role of women in livestock rearing play a significant influences in the rural families and it is the most important means through which rural women are able to contribute meaningfully to the cash needs for themselves and their family members. Women who generally stay in their homestead, the most useful way of their earning is livestock rearing with minimum care (Aziz, 2005). A total of 14,483,626 ha land

area is in Bangladesh including 1,294,803 ha (9%) are low land area, 2,178,045 (15%) are urban, rivers and household area and the rest of 11,010,778 ha (76%) high land area, which is appropriate for livestock rearing.

It is common scenario in Bangladesh that women are being deprived by the society and there is a little concern about their rights. It is very much true that, women can have a significant contribution over the productivity and income of their family. Poultry raising, goat and cattle rearing by women are some activities which may change the total economic scenario of the country. Introduction of new technologies can encourage women to participate in agriculture activities also. In Bangladesh men are dominated over women. The situation seems to be changing understandingly due to the introduction of new sustainable technologies in agriculture, like goat and cattle rearing, poultry raising, homestead farming etc. Access to livestock rearing is a promising dimension in the development process of women in Bangladesh.

Livestock rearing is an important income generating activities that was initiated by different government, non-government organizations for the rural women. It is quite pertinent and necessary to know the extent of attitude of rural women towards livestock rearing of NGOs (Wohab, 2006). But a very limited research work has been done on this aspect. Therefore, the researcher felt necessity to conduct a research entitled "Attitude of Rural Women towards Livestock Rearing".

1.2 Statement of the problem

In the rural area of Bangladesh, women are the key operators of household activities. Women can play a vital role according to economic demand of farm families and other farm activities by rearing livestock. But due to the lack of adequate knowledge and favorable attitude towards livestock rearing, they are not able to maximize the output from livestock rearing. As the marginal and small farmers, they do not have economic ability to establish any type of livestock farm. Marketing is another problem commonly they faced in every stage. Sometimes they purchase necessary materials for livestock rearing with high price and in many cases and they are deprived to get their actual prices of their products. Available information from the subject specialist is another problem to the rural women. All type of necessary medicine was not readily available to the rural farmers in time. Normally the rural women can not bear any knowledge on preventative or curative measures of livestock. Only training can help their knowledge on the issue of livestock rearing. But training facilities are not available to the rural women.

Therefore, these problems may influence their attitude towards livestock rearing.

1. What is the extent of attitude of rural women involved in livestock rearing?
2. What were the characteristics of the rural women?
3. Were there any relationship between their selected characteristics of the rural women and their attitude towards livestock rearing?
4. What were the problems faced by the rural women in rearing livestock?

In order to get a clear picture of the above questions the investigator undertook a study entitled "Attitude of Rural Women towards Livestock Rearing".

1.3 Objectives of the study

Considering the situation the present study was undertaken with the following specific objectives-

1. To determine and describe the rural women's attitude towards livestock rearing
2. To determine and describe some selected characteristics of rural women. The selected characteristics were as follows:
 - Age
 - Education
 - Family size
 - Farm size
 - Annual family income
 - Contact with service provider
 - Visit to different place
 - Contact with mass media
 - Extent of helping in family activities
 - Knowledge on poultry rearing
 - Knowledge on goat rearing
 - Knowledge on cattle rearing
 - Problem faced for livestock rearing
3. To find out the relationship between the selected characteristics of the rural women and their extent of attitude toward livestock rearing

1.4 Justification of the study

In order to improve the economic condition of rural women of Bangladesh government and non-government organizations are now working in the country. The government and some of the NGO initiated project on livestock, fisheries, housing, credit, saving etc to uplift the socio-economic condition of the rural women. The success of this project depends on the attitude of the rural women. Therefore, the researcher needs to enquire about the attitude of rural women. So, it is logical to investigate about the attitude of rural women towards livestock rearing. The findings of the study are therefore, expected to be helpful to the researchers, academicians and policy makers who are concerned with of livestock rearing.

1.5 Assumptions of the study

An assumption is the supposition that an apparent fact and principle to find out the true in the light of the available evidence (Goode and Hatt, 1952). The following assumptions were in the mind of the researcher while undertaking this study:

1. The selected respondents were capable of furnishing proper responses to the questions contained in the interview schedule and the responses furnished by the respondents were valid.
2. Information furnished by the respondents included in the sample was the representative of the whole population of the study area.
3. The researcher who acted as interviewer was well adjusted to the social environment of the study area. Hence, the data collected by him from the respondents were free from bias.
4. The respondents selected for the area were competent enough to reply the questions made by the investigator.

1.6 Limitations of the study

Considering time, money and other necessary resources to the researcher and to make the study manageable and meaningful from the research point of view it has become necessary to inflict certain limitations as mentioned below:

1. This study was confined to Durgapur Union of Kapasia Upazilla under Gazipur district.
2. There were many women in the study area, but only 105 women were included for the study.
3. The characteristics of the respondents were many in number but only 13 personal and socio economic characteristics were selected for investigation in this study.
4. The study was limited to three type of livestock namely, poultry rearing, goat rearing and cattle rearing only.
5. For information about the study, the researcher depended on data as furnished by the selected female respondents during collection of data.
6. There were various aspects of knowledge in the process of livestock rearing. Only livestock breeding, feeding, housing and prevention and control of diseases had been considered to understand the knowledge of livestock.
7. The findings could be applicable only for the study area and only for the similar situations of physical, socio-economic cultural and geographic conditions.



1.7 Definition of Terms

Certain key terms used throughout the study are defined in this section for clarify of understanding. For this purpose their definition and interpretation are stated below:

Livestock

The term livestock is used to designate of poultry, goat and cattle which render by human being for an economic service and produce freely under their care.

Grazing land

Grazing land refers to the pasture land where livestock graze and eat growing grass. The grazing land may be fallow lands, bank of rivers, canals and road sides.

Poultry farmers

Poultry farmers refer to those farmers who are engaged in poultry rearing activities in their families for economic benefit.

Goat farmers

Goat farmers refer to those farmers who are engaged in goat rearing activities in their families for income generation.

Cattle farmers

Cattle farmers refer to those farmers who are engaged in cattle rearing activities in their families for additional income.

Production

It refers to the yearly number of livestock that are reproduced, purchased, obtained from donation etc, in a family excluding the number of loss and death.

Poultry rearing knowledge

It refers to the basic understanding of the farmers on different poultry management practices, namely, breeding, feeding, housing and prevention and disease control.

Cattle rearing knowledge

It refers to the basic understanding of the farmers on different cattle management practices, namely, breeding, feeding, housing and prevention and disease control.

Goat rearing knowledge

It refers to the basic understanding of the farmers on different goat management practices, namely, breeding, feeding, housing and prevention and disease control.

Breeding

It is the process of reproduction of livestock.

Feeding

It is the process of supplying ration to livestock for its proper growth, maintenance and reproduction.

Problem

Problem means difficult situation which requires some actions to minimize the gap between "what ought to be" and "what is". The term problem refers to difficult situation faced by the women at the time of livestock rearing.

Prevention of diseases

It is the process of adopting certain precautionary measures in such a way that the livestock will not be affected by a particular kind of disease or diseases.

Control of diseases

It is a process, which involves the use of some methods or techniques to control, elimination and also to prevent the spread of a particular disease and problem existing to the livestock.

Age

Age may be defined as the stretch of time between birth and the time of interview. It is measured in terms of actual years.

Education

Education refers to the development of desirable knowledge, skill and attitude in individual male and female through the experience of reading writing, observation and other related activities. It is measured in terms of years of formal schooling.

Family size

Family size of the respondents is defined as the number of individuals in the family including herself, her husband, children, brother, sisters and any other permanent dependents members that live and eat together.

Farm size

It refers to the area owned by farmer including the homestead on which he carried on her farming and family business, the area being estimated in terms of full benefit to the farmer. A farmer is considered to have full benefit from cultivated area either owned by himself or obtained on lease from others and half benefit from the area, which was either cultivated by himself on barga or given to others for cultivation on barga basis.

Family income

It is defined as the total earning of an individual and the members of her family from agriculture and other sources (service, business) during a year. It was expressed in Taka.

Contact with service provider

Contact with service provider refers to one's contact in different organization who provide any type of service.

Visit to different place

Visit to different place means movement of any one in different place

Contact with mass media

It refers to the contact with different mass media by the respondent women to acquire information and knowledge regarding livestock rearing.

Extent of helping in family activities

It is defined as one's helping in family related activities. eg. agricultural field activities, storage, livestock rearing, processing and marketing of farm product etc.

Attitude

Attitudes are learned, emotionally predispositions to react in a consistent way, favorable or unfavorable, towards person's objects, situation, or ideas (Klausmeir and Ripple, 1971). Attitude has three components: (i) a cognitive component the beliefs about the objectives, (ii) an affective or feeling component, and (iii) a behavioral or action tendency component. The term attitude towards livestock rearing of a farmer is, therefore, used to refer to her beliefs, feelings and action tendencies towards the various aspects of livestock rearing.



Chapter 2

Review of literature

REVIEW OF LITERATURE

Review of literatures expediently to the major objectives of this study is presented in this chapter. This study is mainly related with rural women towards livestock rearing. The researcher came across with some expert opinions about the concept of attitude and has tried her best to collect needful information through searching relevant studies, journals, periodicals, bulletins, leaflets, internet etc. These enhanced the researcher's knowledge for better and clear understanding of the present study. This chapter has been presented in four sections as follows:

Section 1: Review of literature related to concept, components, formation and measurement of attitude

Section 2: Previous Research studies related to livestock rearing

Section 3: Relationship between selected characteristics of the respondents and their extent of attitude towards livestock rearing

Section 4: The conceptual framework of the study

2.1 Review of literature related to concept, components, formation and measurement of attitude

Concept of Attitude

Attitude, in social psychology, is a predisposition to classify objects and vents and to react them with some degree of evaluative consistency which is manifested in conscious experience, verbal reports, gross behavior and physiological symptoms. The concept of attitude arises from attempt to account for observed regularities in the behavior of individual persons.

The quality of one's attitude is judged from the observable, evaluative responses he tends to make. Attitude has also been defined as a positive or negative feeling (or affect) associated with a specific psychological object. The objects may be any symbol, phrase, slogan, person, institution, ideal or idea. Actions and behavior of individuals are to a large extent determined by their attitudes.

Thurstone (1928) defined “Attitude as the effect for or against a psychological object”. Allport (1935) who devoted the major part of her life to research on attitude, defined the term in the following manner. An attitude is a mental and neural state of readiness, organized through experience, exerting experience or dynamic influence upon the individual, response to all objects and situation with which it is related.

McGrath (1966) referred to attitude as the learned orientations towards objects, or predisposition to behave in certain ways towards a given objects or a class of objects. An attitude has always as object, person, thing or concept and it may be general or specific.

Components of attitude

Krech (1962) explained attitude as a system of three interrelated components and the authors express as; “In defining attitude as systems, we are emphasizing the interrelatedness of the three attitude components become mutually interdependent about an object are influenced by their feelings and action tendencies toward that object will tend to produce changes in her feelings and action tendencies toward it”.

Another definition of attitude made by Triandis (1971), “an attitude is an idea changed with emotion which predisposes a class or actions to a particular class or social situations. “This definition suggests that attitude has three components. These components are cognition, affective and behavioral.

- a) The cognitive component of an attitude consists of the belief of the individual about the object. This may also be said as understanding, knowledge and conception.
- b) The feeling or affective component with the object. The object in felt to be pleasing or displeasing it is liked or it is disliked.
- c) The action or behavioral component of an attitude includes all the behavioral readiness associated with the attitude.

Attitude as a system bearing these three components is expected to be consistent but there may have some degree of inconsistency.

The study of Rosenberg and Hovland (1960) in Yale University on Communication and attitude represents attitude in the following models:

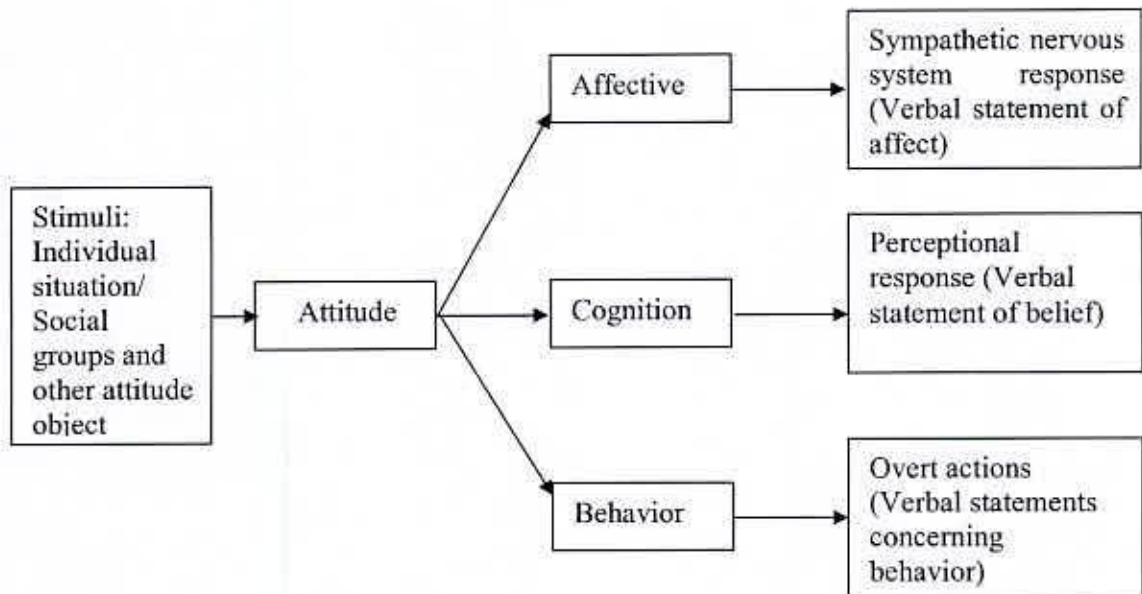


Figure 2.1. A Schematic conception of attitude (Rosenburg and Hovland, 1960)

In the Figure 2.1 the stimuli are grouped in a category that represents the attitude object. The attitude has three aspects, and each aspect is measured by a variety of subject responses. There are many concepts in social, psychological closely related to attitudes. Many authors made differences between attitudes and these concepts but may found no differences. These are opinion, belief, value, faith, bias etc.

Formation of attitude

The term 'attitude formation' is important within the individual in order to ensure more accurate prediction about their behavior and to have greater control over action.

Goode (1945) in his Dictionary of psychology explained that attitude are the by product of an individual's experience, and have their bases in inner urges acquired habits and the environmental influence by which he is surrounded. Rosenberg (1956)

studied on goals and attitude and found that the individuals coping with various problems try to satisfy his wants and develop attitudes. He develops favorable attitude towards objects that satisfy his wants, final goal object will be favorably evaluated and develops unfavorable attitude towards objects that block the achievement of his goal.

Krech (1962) from the results of different experiments and observations enlisted individual's wants, information, group affiliations and personality as factors for attitudes while coping with various problems in trying to satisfy his wants. He develops favorable attitudes towards objects and people that satisfy his wants and unfavorable attitude towards objects and persons that block the achievement of his goal.

Review Related to Measurement of attitude

Getting information from data of social science is not so easy. There is no standard measurable unit to convey the meaning of the behavior of respondents to the people. But scientific survey measurement is a key tool. For this reason many scientists had developed techniques for measuring attitude like any other psychological concept. Many opined that attitude may be measured from respondent's behavior and opinion. But these are not correct enough to assess one's attitude. Because, people are often unwilling to express opinions and may simply answer that they are undecided or do not know or are uncared of their attitudes towards a given psychological object. On the other hand, in many situations behavior is designed to conceal feeling or behavior observed may be determined by factors data quantitatively. For statistical analysis and scientific interpretation there must be quantitative data. In this regard, Thurstone (1928) made a good contribution by evolving a scale named as Thurstone scale for measuring attitudes. In 1928, he first adopted the methods of psychological scaling originated by year to the scaling of judgments of favorableness and unfavorable toward various objects.

1. The Method of Equal Appearing Intervals

This method was developed by Thurstone (1928). This technique is the approximation of interval scale. An interval scale is one on which the distances between the points on the measuring instrument are known and on which equal numerical distances represent equal distance along the continuum being measured (Selltiz *et al.*, 1959) The first step to construct this scale is to collect a large number of statements usually ranging from 100-200 related to attitude being investigated. A large number of judges usually from 50 to 300, working independently are to classify this statement into eleven groups or piles. In the first pile, the judge places the statement he considered most unfavorable to the object, in the second, then he considered the next most unfavorable and in the eleventh piles, the statements he considers most favorable. The sixth or the neutral positions defined as the point at which there is neither favorableness nor unfavorableness. The judges are not asked to give their own opinions, but merely to estimate the degree of favorableness or unfavorableness expressed by each statement. The scale value of a statement is computed as the medium position to which it is assigned by the judges. Statements that have too broad a scatter are discarded as ambiguous or irrelevant. The formal selections made, taking those statements usually about twenty, which scale values relatively, equally spaced along the continuum. The form of statements with which they agreed, the score for each respondent is the mean scale values or items with which he showed agreement.

2. Method of Summated Ratings

This method was developed by Likert (1932) and was used more or less similar to the other Thurston scale. The difference is that this method does not require panel of judge ratings. It is less cumbersome and takes less time to construct. This scale is more reliable than Thurstone (Selltiz *et al.*, 1959). The procedure for constructing this type of scale starts with the selection of a large number of statements which are considered, relevant to the attitude being investigated. Statements failing to meet the prescribed standards are eliminated from the scale. The selected statements should be the expression or desired behavior as far as possible and not statements of facts. The



favorable and unfavorable statements are distributed randomly throughout the scale. The ambiguous statements are avoided and only clear, concise and straightforward ones are retained. There is no hard and fast rule about the number of statements. The half of the statements are so worded that the response of agreement indicates a favorable response to the rest a response of agreement indicates an unfavorable reaction. The favorable and unfavorable statements are distributed randomly throughout the scale. The respondents are asked to check whether they strongly agree, agree, undecided, disagree, and strongly disagree with each statement. These four alternative responses are assigned scores of 4, 3, 2, 1 or 1, 2, 3, 4 in proper order, the direction of scoring determined by the favorableness or unfavorableness of each statement. Sometimes scores of 3, 2, 1, 0 and 0, 1, 2, 3 are preferred for weighting the statements. Each individual's total score is computed by adding his item score.

2.2 Previous research studies related to livestock rearing

This study is concerned with the socio-economic study on the livestock rearing. Available literatures were extensively reviewed to search out related works carried out in the Sher-e-Bangla Agricultural University as well as in other places of Bangladesh. But a very few studies directly related to the present study were found. These are discussed below:

Selvam (2004) conducted a study in five villages of Namakkal district (Tamil Nadu, India) to find out the economic potential of free-range local poultry rearing by rural women. The farms were post-stratified into small, medium and large categories. The flock sizes were 5, 12 and 26, and egg production for each flock size was 44, 49, and 52 respectively. The sale price of eggs and birds on free range rearing was much higher than the sale price of commercial eggs and broilers.

Kozarova (2002) conducted a study on the prevention and control of coccidiosis has been the essential component of successful and profitable poultry rearing. Good management practices and hygiene help to prevent the spread of the disease. To control coccidiosis, prophylactic medication or vaccination were absolute

requirements. Anti-coccidial drugs are routinely and continuously administered in the feed. The main problems associated with the chemotherapeutic approach to controlling coccidiosis, the emergence of drug-resistant strains and drug residues, are met by the requirement for the use of vaccines. The vaccines represent a biological approach to the control of coccidiosis. In spite of the advances in chemotherapy, management, nutrition, and genetics, coccidiosis still remains the most important and expensive disease of poultry production.

Hansen (1992) in conducting a research for Danish poultry breeders are mixed. This uncertainty is mostly due to the likely outcome of the GATT negotiations which will liberate the market. The EC reforms, similarly leading to market liberalization, will have some influence but as the EC subsidies for poultry are low the sector will not be harmed to any great extent. It is likely, e. g. by looking at developments in the USA, that poultry consumption will see a significant growth. However, egg consumption is decreasing.

Colin (1988) studied the nature and state of poultry rearing farms and units in France where intensive production methods were employed. Poultry units are analyzed in terms of: characteristics of enterprise and poultry shed managers, such as age, working patterns, the private or cooperative nature of their units, and the reasons for their establishment; the production structure of the sector: type and quantity of poultry managed: and their construction and function: age and number of buildings and surface area designated for various poultry activities.

Mishev (1987) conducted a study on the influence of scientific and technical innovations on production costs in poultry farming in Bulgaria are discussed for the period 1979-84. Costs of production rose over the period and increased producer prices are recommended to encourage the continuation of these enterprises.

2.3 Relationship between the selected characteristics of the respondents and their extent of attitude

The reviews related to the selected characteristic of rural farm women and their extent of attitude towards poultry rearing activities was not available. Yet the researcher tried his best to find out the related reviews. Here describes the recent attitude related reviews, which were found.

2.3.1 Age and attitude

Chowdhury (2003) found in his study that age had no relationship with attitude towards livestock rearing.

Sarker (2002) found that age of the world vision farmers had no significant relationship with their attitude.

Mannan (2001) found that age of the Proshika beneficiaries had positive relationship with their attitude.

Bari (2000) reported in his study that age of the farmers had no significant relationship with their attitude.

Verma and Kumar (1991) conducted a study on comparison of farmer's attitude towards buffalo management practice in adopted and non-adopted village. The study revealed that there was relationship between age and attitudes in case of adopted village and they found no significant relationship between age and attitude of the farmers of non-adopted village.

Sarker (1983) observed that age of the farmers had no relationship with their attitude towards poultry rearing. Singh (1982) obtained similar type of findings.

Therefore, the related reviews of literatures were sited above regarding attitude and age. Therefore it may be concluded that age may have relationship between attitudes towards poultry rearing.

2.3.2 Education and attitude

Sarker (2002) found that education had positive correlation with the World Vision farmer's attitude.

Mannan (2001) found that academic qualification of Proshika had a positive relationship with their attitude.

Verma and Kumar (1991) reported that there was positive and significant relationship between education of farmers and their attitude on non-adopted village but the relationship was not significant in adopted village.

Sulakshna (1988) found that the educational qualification of the extension personnel was positively related with their attitude and negatively related with the constraints they faced.

Kumari (1988) from the study on communication effectiveness of selected mass media conducted that there was a significant association between education of the respondents (rural women) and their attitude.

Kashem (1987) found that attitude of the small farmers had significant positive relationship with their educational level.

Singh and Kunzroo's (1985) in their study revealed that there was positive and significant relationship between education of farmers and their attitude.

Therefore, the related reviews of literatures were cited above regarding attitude and education. Therefore it may be concluded that education may have relationship between attitudes towards poultry rearing.

2.3.3 Family size and attitude

Chowdhury (2003) observed that family size of farmers had no relationship with their attitude.

Sarker (2002) found that family size had positive relationship with the World Vision farmers attitude.

Mannan (2001) observed in his study there were no significant relationship between size of Proshika farmers and their attitude.

Therefore, the related reviews of literatures were cited above regarding attitude and family size. Therefore it may be concluded that family size may have relationship between attitudes towards poultry rearing.

2.3.4 Farm size and attitude

Shehrawat *et al.* (2002) found in their article a significant and positive relationship between land holding and attitude of farmers.

Noor (1995) observed in his study that farm size of the farmers had no significant relationship with their attitude.

Verma and Kumar (1991) found that there was a positive and significant relationship between farm size and attitudes of farmers in the non-adopted village, which was not significant in case of adopted village.

Karim *et al.* (1987) carried out a study on attitude of farmers towards use of urea in jute cultivation and found that farm size of the farmers had significant and positive relationship with their attitude.

Saker (1983) found that farm size of the farmers had no relationship with attitude towards poultry rearing.

Therefore, the related reviews of literatures were cited above regarding attitude and farm size. Therefore it may be concluded that farm size may have relationship between attitudes towards poultry rearing.

2.3.5 Annual family income and attitude

Chowdhury (2003) found that family income of farmers had positive significant relationship with their attitude.

Shehrawat *et al.* (2002) observed in their article a significant and positive relationship between income of family and attitude of farmers.

Mannan (2001) observed in his study that there was positive significant relationship between family annual income and their attitude.

Islam and Shahidullah (1989) found a significant positive relationship between family income and poultry rearing.

Kashem (1987) found that income of the small farmers had no significant relationship with their attitude of the farmers. Similar observations were also found by Rahman (1984)

Therefore, the related reviews of literatures were cited above regarding attitude and annual family income. Therefore it may be concluded that annual family income may have relationship between attitudes towards poultry rearing.

2.3.6 Organizational participation and attitude

Habib (2000) observed in his study that organizational participation of the BSs had no significant relationship with their attitude.

Noor (1995) observed in his study that there was positive and significant relationship between organizational participation of the farmers and their attitude.

Kaur (1988) found that extension contact and mass media exposure had significant influence upon opinion, level of knowledge and adoption of selected program or rural women.

Therefore, the related reviews of literatures were cited above regarding attitude and organizational participation. Therefore it may be concluded that organizational participation may have relationship between attitudes towards poultry rearing.

2.3.7 Cosmopolitanism and attitude

Chowdhury (2003) reported that cosmopolitanism had positive significant relationship with the attitude of farmers.

Singh and Kunzroo (1985) revealed that there was positive and significant relationship between cosmopolitanism and attitude of farmers.

Therefore, the related reviews of literatures were sited above regarding attitude and cosmopolitaness. Therefore it may be concluded that cosmopolitaness may have relationship between attitudes towards poultry rearing.

2.3.8 Extension contact and attitude

Sadat (2002) reported in his study that extension media contact had significant positive relationship with attitude of both beneficiaries and non-beneficiaries.

Kaur (1988) found that extension contact and attitude had significant influence upon opinion, level of knowledge and adoption of selected programs of rural women.

Vidyashanker (1987) revealed that contact with extension agencies and contributed favorably to the attitude of the farmers.

Gura (1986) suggested that rural women need to be recognized as a group with specific extension and training needs. Group approaches, compared to methods of extension that are general to individuals, have potential to extent the benefits of extension efforts and to increase impact of extension work. He opined that group approach of women rather than individual approach might help to reduce the social and cultural restriction that impedes contact between female farmers and male extension agent.

Therefore, the related reviews of literatures were sited above regarding attitude and extension contact. Therefore it may be concluded that extension contact may have relationship between attitudes towards poultry rearing.

2.3.9 Knowledge and attitude

Haque (2002) found that women with more agricultural knowledge have the positive significant attitude.

Therefore, the related reviews of literatures were sited above regarding attitude and knowledge. Therefore it may be concluded that knowledge may have relationship between attitudes towards poultry rearing.

2.4 The Conceptual Framework of the Study

It is evident from the past studies that every occurrence of phenomenon is the outcome of a number of variables which may or may not be interdependent or interrelated with each other. In other words, no single variable can contribute wholly to a phenomenon. Variables together are the causes and the phenomenon is effect and thus, there is cause effect relationship everywhere in the universe.

The conceptual framework was kept in mind framing the structural arrangement for the dependent and independent variables. This study was concerned with the rural women attitude towards livestock rearing. Extent of attitude towards livestock rearing was considered as the dependent variables of the study. Whereas selected personal, economic and social characters of livestock reared women were considered as the independent variables. Based on the discussion and review of literature the conceptual framework of this study has been formulated and shown in Figure 2.2.

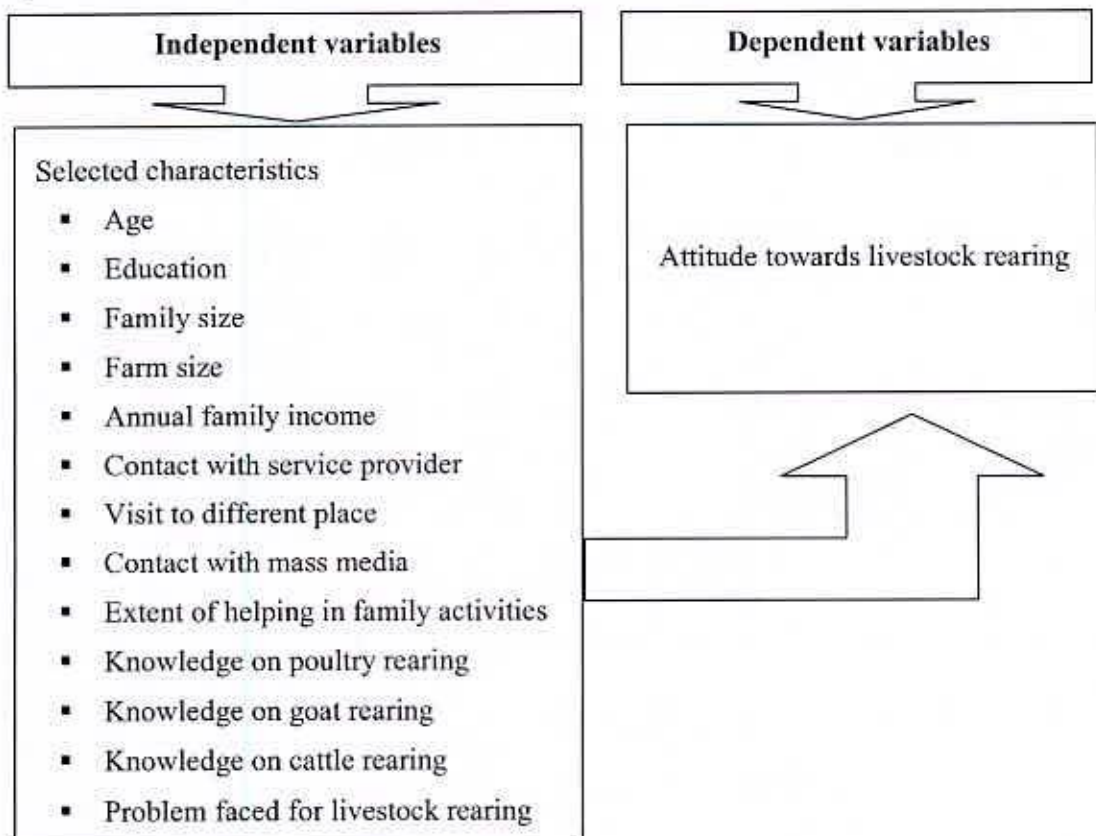



Figure 2.2. The conceptual framework of the study



Chapter 3
Methodology

METHODOLOGY

Importance of methods and procedures in conducting any research can hardly be over emphasized. Methodology should be such as it would be enable the researcher to collect valid information and to analyze that properly to arrive at correct decisions. Without proper methodology, it is impossible to conduct research work. It requires a very careful consideration on the part of the researcher to collect valid and reliable data and to analyze the same for meaningful conclusion. This chapter delineates the location of the study followed by source of data, the research instrument, collection of data, variables of the study, measurement of variables, categorization of data and statistical treatment. This chapter also spells out the method used to test the hypotheses.

3.1 Location of the study

The study was would conducted at Durgapur Union of Kapashia Upazilla under Gazipur district. The study area was shown in Figure 3.1.

3.2 Sample size

There were 525 women in the selected three villages which constituted the population of the study. Among the 525 respondent's 20% was selected as a sample size randomly.

The following table shows the sample size.

Sl. No.	Village name	Rural women	Sample size	Reserve list
1.	Barachala	215	43	11
2.	Safisree	210	42	11
3.	Nazai	100	20	5
Total		525	105	27

3.3 Variables and their Measurement

The variable is any characteristic, which can assume varying, or different values in successive individual cases (Ezekiel and Fox, 1959). A research work usually contains at least two important variables viz. independent and dependent variable. An independent variable is that factor which is manipulated by the researcher in his attempt to ascertain its relationship to an observed phenomenon.

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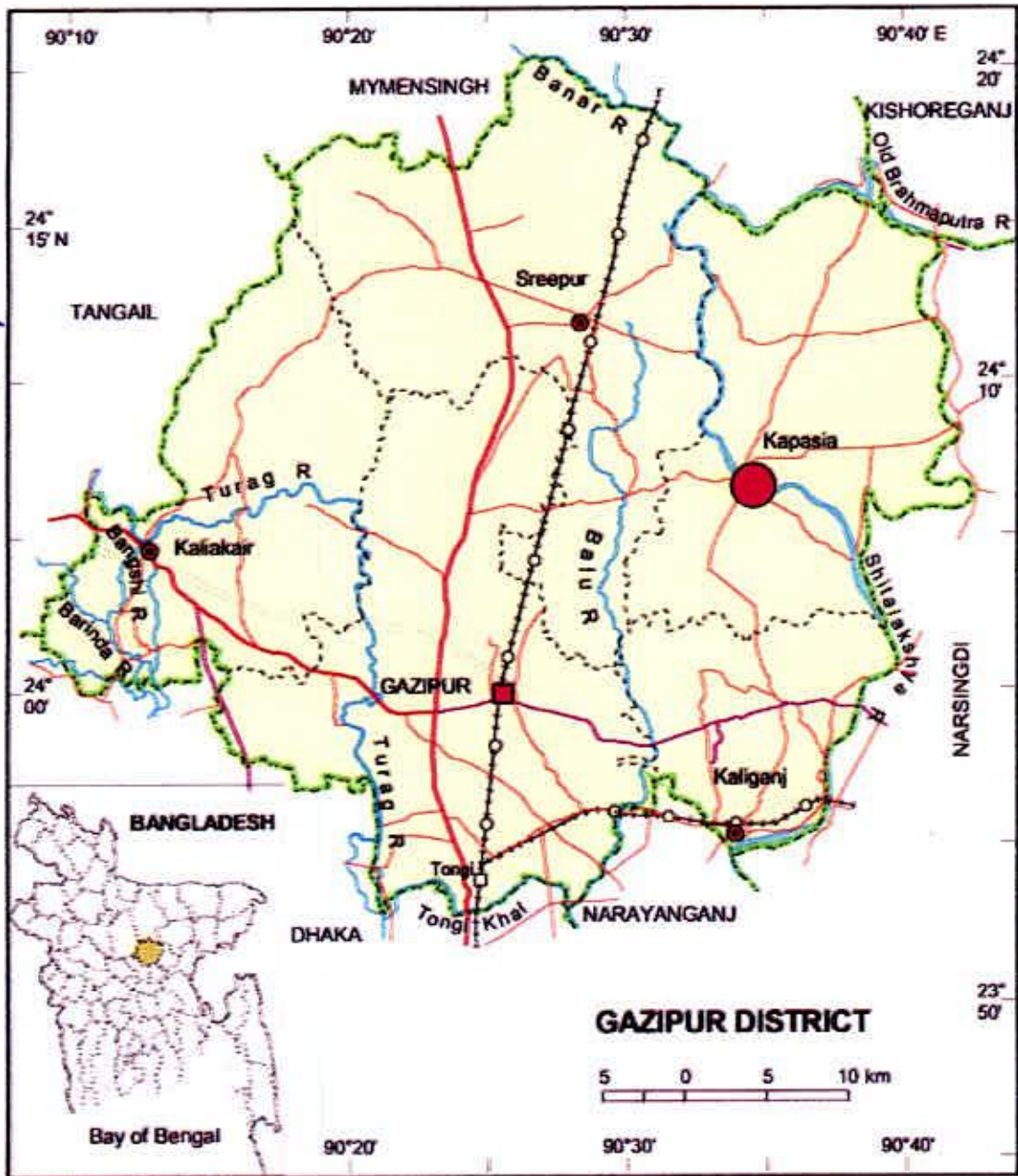


Figure 3.1 Map showing Kapasia upazilla under Gazipur district

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A dependent variable is that factor which appears, disappears or varies as the researcher introduces, removes or varies the independent variable (Townsend, 1953). In the scientific research, the selection and measurement of variable constitute a significant task. In this conception, the researcher reviewed literature to widen this understanding about the natures and scopes of the variables relevant in this research. He also discussed with departmental teacher and concerned researchers of the related fields. At last he had selected 13 independent variables and one dependent variable. The independent variables were: age of the respondents, education, family member, land of the respondents family, income of the respondents family, contact with service provider, visit in different place, contact with mass media, extent of helping in family activities, knowledge on poultry rearing, knowledge on goat rearing, knowledge on cattle rearing, problem faced for livestock rearing. The dependent variable of this study was attitude towards livestock rearing. The methods and procedures in measuring these variables are presented below:

3.4 Measurement of independent variables

The 13 characteristics of the respondents mentioned above constitute the independent variables of this study. The following procedures were followed for measuring the independent variables.

3.4.1 Age

Age of a respondent was measured by the period of time from her birth to the time of interview and it was measured in terms of complete years on the basis of her response. A score of one (1) was assigned for each year age.

3.4.2 Education

Education was measured in terms of grades (class) passed by respondent. If a respondent received education outside the school, her education was assessed in terms of education of the school, i. e. one (1) score was given for one year of schooling. For example, if the respondent passed the final examination of class V, her education score was taken as 5. If the respondent had education out side school and the level of education was equivalent to that of class V of the school than her

education score was taken as 5. Each illiterate person was given a score of zero. The respondent who did not know how to read or write but able to sign only was given a score of "0.5"

3.4.3 Family Size

Family size of a respondent was determined on the basis of the total number of members in the family. The family members included herself, her husband, sons, daughters and other dependents. The actual number of family members made the family size score of the respondents. For example, if a respondent had five members in her family, the score of her family size was given as "5".

3.4.4 Farm size

The total area of land of the respondents when they were interviewed was farm size. Farm size of a respondent was measured in terms of hectares by using the following formula:

$$FS = A_1 + A_2 + A_3 + 1/2 (A_4 + A_5)$$

Where,

FS = Farm size

A₁ = Home stead area

A₂ = Own land under own cultivation

A₃ = Land taken from others on lease

A₄ = Land taken from others for cultivation on half share basis (borga)

A₅ = Land given to other for cultivation on half share basis (borga)

3.4.5 Annual family income

This refers to the total earning of all family members of a respondent in a year from agriculture, livestock, poultry rearing, fisheries service, business and other sources as contained in question member 5 of the interview schedule. The total earnings in Taka were converted into family incoming score.

3.4.6 Contact with service provider

Contact with service provider was measured on the basis of the contact of one's participation in the different service providing organizations. Scores assigned for a respondent's participation in contact with service providing organization were as follows:

Nature of contact	Scores
No contact	0
Suddenly	1
Sometimes	2
Regularly	3

Contact with service provider score of a respondent was determined by summing the contact score in all the organizations. Thus the extent score of the respondents could range from 0 to 45. While zero (0) indicating no contact with service provider and 45 indicating contact with service provider within her range on regular basis.

3.4.7 Visit to different places

Visit to different places a respondent was measured on the basis of her visits to five different types of places namely local market, other villages, other unions, other upazila, other district. The following scale was used to compute the extent of visit score. The weight obtained for visits to each of the above five types places were added together to get the visit score of a respondent. Thus the extent score of the respondents could range from 0 to 15. While zero (0) indicating no visit and 15 indicating visit in every place within her range on regular basis.

Scores assigned for a respondent's in visit in different place were as follows:

Nature of contact	Scores
No contact	0
Suddenly	1
Sometimes	2
Regularly	3

Visit in different place of a respondent was determined by summing the visit score in all the common places.

3.4.8 Contact with mass media

Contact with mass media was measured on the basis of the contact of one's participation in the different mass media such as Radio, Television, Cinema, Newspaper etc. Scores assigned for a respondent's contact with mass media were as follows:

Nature of contact	Scores
No contact	0
Suddenly	1
Sometimes	2
Regularly	3

Contact with mass media score of a respondent was determined by summing the contact score in all the mass media. Thus the extent score of the respondents could range from 0 to 15. While zero (0) indicating no contact and 15 indicating contact with every mass media within her range on regular basis.

3.4.9 Extent of helping in family activities

Extent of helping in family activities was measured on the basis of the help of one's participation in the different farming or household activities. Scores assigned for a respondent's in extent of helping in family activities were as follows:

Nature of help	Scores
No help	0
Suddenly	1
Sometimes	2
Regularly	3

Help in family activities score of a respondent was determined by summing the extent of helping in family activities. Thus the extent score of the respondents could

range from 0 to 15. While zero (0) indicating no help and 15 indicating helping in every task within her possible range.

3.4.10 Knowledge on poultry rearing

Poultry rearing knowledge of a respondent was measured by computing a score on the basis of her responses to 5 questions. The score obtained by a respondent for responses of the entire 5 questions were added together to compute her poultry rearing knowledge score. Each question had assigned 2 marks. Therefore, 5 questions carried total marks of 10. For correct answer to a question, a respondent could get a score of 2. Otherwise for wrong answer to a question she could get a score of zero (0). For partial correct answer, scores of one was assigned. The sum of total scores for all the 5 questions made poultry rearing knowledge score of a respondent. The score was converted into percentages. Thus poultry rearing knowledge score of the respondent could ranged from zero (0) to 100%, while upto 20% indicating poor knowledge, 21-50% indicating fair knowledge and above 50% indicating satisfactory knowledge on poultry rearing.

3.4.11 Knowledge on goat rearing

Goat rearing knowledge of a respondent was measured by computing a score on the basis of her responses to 5 questions. The score obtained by a respondent for responses of all the 5 questions were added together to compute her goat rearing knowledge score. Each question had assigned 2 score. Therefore, 5 questions carried a total score of 10. For correct answer to a question, a respondent could get a score of 2 and for incorrect answer to a question she could get a score of zero (0). For partial correct responses, scores were assigned accordingly. The sum of total scores for all the 5 questions made goat rearing knowledge score of a respondent. The score was converted into percentages. Thus goat rearing knowledge score of the respondent could range from zero (0) to 100%, while upto 20% indicating poor knowledge, 21-50% indicating fair knowledge and above 50% indicating satisfactory knowledge on goat rearing.

3.4.12 Knowledge on cattle rearing

Cattle rearing knowledge of a respondent was measured by computing a score on the basis of her responses to 5 questions. The score obtained by a respondent for responses of the entire 5 questions were added together compute her cattle rearing knowledge score. Each question had assigned 2 score. Therefore, 5 questions carried a total score of 10. For correct responses to a question, a respondent could get a score of 2 and for wrong answer to a question she could get a score of zero (0). For partial correct responses, scores were assigned accordingly. The sum of total scores for all the 5 questions made cattle rearing knowledge score of a respondent. The score was converted into percentages. Thus cattle rearing knowledge score of the respondent could ranged from zero (0%) to 100%, while upto 20% indicating poor knowledge, 21-50% indicating fair knowledge and above 50% indicating satisfactory knowledge on cattle rearing.

3.4.13 Problem faced for livestock rearing

Five problems were selected to measure problems faced by the respondents on livestock rearing. A four point rating scale was used for each problem. Four alternative responses were not at all, little, moderate and severe problem, the weights were assigned to these responses as 0, 1, 2, and 3 respectively. Problem faced score of a respondent was measured by summing of all the responses to all the problems. Thus problem faced score could range from 0 to 15 while zero (0) indicating no problem and 15 indicating high problem faced.

3.5 Measurement of dependent variable

Attitude towards livestock rearing was the only dependent variable of this study. The procedure for measuring the dependent variable was as follows:

Attitude towards livestock rearing

Attitude towards livestock rearing of a respondent was measured on the basis of 15 statements.

For items the score assigned were as follows:

- 4 = Strongly Agree
- 3 = Agree
- 2 = No opinion
- 1 = Disagree
- 0 = Strongly disagree

Attitude towards livestock rearing score of a respondent was determined by summing the weights for her responses to all the 15 statements. Thus attitude towards livestock rearing score of the respondents could range from 0 to 60, where zero (0) indicating highly unfavorable attitude, upto 30 indicate positive attitude, 31-50 indicate more positive attitude and above 50 indicate most favorable attitude towards livestock rearing.

3.6 Hypotheses of the study

Goode and Hatt (1952) defined hypothesis as “proposition which can be put to a test to determine its validity”. It may prove to be correct or incorrect in any event, however, it leads to empirical test. In the present study the following null hypotheses were formulated:

“There are no relationships between 13 selected characteristics of the rural women and their extent of attitude towards livestock rearing”.

3.7 Collection of data

The investigator himself collected data for this study with the help of interview schedule that was per-tested before finalized. A copy of the interview schedule has been presented in Appendix-1. Interviews were made individually in the houses of the respondents. The researcher first selected the target clients in selected areas from the sample list. The researcher took all possible care to establish rapport with the respondents so that the respondents do not hesitate to furnish proper responses to the questions and statements. For this study data were collected during May 2008.

3.8 Data processing and analysis

For data processing and analysis the following steps followed:



3.8.1 Compilation of data

After completion of field survey all the interview schedule were compiled, tabulated and analyzed according to the objectives of the study. In this process all the responses in the interview schedule were given numerical coded values. Local units were converted into standard units. The responses to the question in the interview schedule were transferred to a master sheet to facilitate tabulation. Tabulation was done on the basis of categories developed by the investigator herself.

3.8.2 Categorization of respondents

For describing the various independent and dependent variables the respondents were classified into various categories. In developing categories the researcher was guided by the nature of data and general consideration prevailing on the social system. The procedures have been discussed while describing the variable in the subsequent sections of next chapter.

3.9 Data analysis

The data were coded and tabulated for the purpose of analysis. Qualitative data were converted into quantitative data by means of suitable scaling wherever necessary. The analysis was performed using statistical treatment with SPSS version 11.5 computer package program.

Descriptive analysis such as frequency number and percentages, mean and standard deviation were used wherever possible. Pearson's product moment correlation coefficient was used in order to explore the relationship between the concerned variables. Throughout the study, five percent (0.05) level of probability was used as a basis for rejecting the null hypothesis.



Chapter 4

Results and Discussion

RESULTS AND DISCUSSION

This chapter deals with the findings that were recorded in accordance with the objective of the study with the help of an interview schedule. The chapter content in three (3) sections. The first section deals with the characteristics of the respondents rural women. The second section deals with the attitude towards livestock rearing by the rural women. The third section deals with the relationship between individual characteristics of rural women with the attitude towards livestock rearing.

4.1 Characteristics of the respondents

An individual possesses various interrelated characteristics and these from the respondents of rural women were collected under the present study. It was therefore, hypothesized that the characteristics of the rural women would have the attitude towards livestock rearing. However, the 13 selected silent features of the respondent's rural women on some selected characteristics eg. age of the respondents, education, family member, land of the respondents family, income of the respondents family, contact with service provider, visit in different place, contact with mass media, extent of helping in family activities, knowledge on poultry rearing, knowledge on goat rearing, knowledge on cattle rearing, problem faced for livestock rearing, way of overcoming these problems that greatly influences on the attitude towards livestock rearing are presented below.

4.1.1 Age

The age of the rural women ranged from 24 to 61 with a mean and standard deviation of 41.28 and 11.02, respectively. The respondents were classified into three categories viz. 'young', 'middle' and 'old' aged on the basis of their observed age. The distribution of the rural women according to their age is presented in Table 4.1.

Table 4.1 Distribution of the rural women according to their age

Categories	No. of respondents	Percent	Mean	Standard deviation
Young aged (below 35 Years)	40	38.1	41.28	11.02
Middle aged (35-55 Years)	33	31.4		
Old aged (above 55 Years)	32	30.5		
Total	105	100.0		

Table 4.1 indicates that the young aged rural women constituted the highest proportion (38.1 percent) followed by middle aged category (31.4 percent) and old aged category (30.5 percent). Data also indicates that the young and middle aged rural women constitute above two third of the respondents. Young and middle age women are usually innovative and have more risk taking ability. As the younger seems to more energetic, different GOs and NGOs tries to involve them in their programs and activities. Different GOs and NGOs should give necessary attention and take appropriate strategies to involve those young and middle aged people in their programs and activities in order to achieve sustainable development with more and appropriate production.

4.1.2 Education level

The educational scores of the respondent's farmer ranged from 0 to 16 with a mean and standard deviation of 3.36 and 4.764, respectively. Based on their educational scores, the rural women were classified into five categories such as 'illiterate' (0), 'can sign only' (0.5), 'primary education' (1 to 5), 'secondary education' (6 to 10), higher secondary and above (above 11). The distribution of the rural women according to their level of education has been presented in Table 4.2.

Table 4.2 Distribution of the rural women according to their education level

Categories	No. of respondents	Percent	Mean	Standard deviation
Illiterate (0)	23	21.9	3.36	4.764
Can sign only (0.5)	46	43.8		
Primary level (1-5)	3	2.9		
Secondary level (6-10)	25	23.8		
Higher Secondary level (above 11)	8	7.6		
Total	105	100.0		

Table 4.2 shows that rural women under ‘can sign only’ category constitute the highest proportion (43.8 percent) compared to 23.8 percent under ‘secondary level category, 21.9 percent under ‘illiterate category and 7.6 percent under ‘higher secondary level category’ and 2.9 percent in primary level category. Education broadens the horizon of outlook of rural women and expands their capability to analyze any situation. A good number of women (43.8%) were under can sign only, this picture is quite normal in rural area of Bangladesh. Because the NGOs work among the rural women. For the smooth functioning of credit program, they teach them to sign only.

An educated individual is likely to be more responsive to the modern facts, ideas and information. To adjust with the same, she would be vulnerable to adopt as well as involve with developmental initiatives, programs and activities. Rashid (2004) observed a similar finding earlier of the present study up to the respondents of primary educational level which somewhat supported the findings of the present study.

4.1.3 Family Size

Family size of the respondents ranged from 3 to 9 with a mean and standard deviation of 6.46 and 1.526, respectively. According to family size, the respondents were classified into three categories viz. ‘small family’, ‘medium family’ and ‘large

family' on the basis of their observed scores. The distribution of the rural women according to family size categories has been presented in Table 4.3.

Table 4.3 Distribution of the rural women according to their family member

Categories	No. of respondents	Percent	Mean	Standard deviation
Small size family (below 5)	9	8.6	6.46	1.526
Medium size family (5-7)	74	70.5		
Large size family (above 8)	22	21.0		
Total	105	100.0		

Data in Table 4.3 indicates that the medium family category constitute the highest proportion (70.5 percent) followed by large family category (21.0 percent) and small family category (8.6 percent). Such finding is quite normal in Bangladesh situation. Table 4.3 also showed that average family size of the respondent's rural women was higher than that of national average of 5.4 (BBS, 2005).

4.1.4 Farm size

The farm size of the respondent's rural women family ranged from 0.109 hectare to 1.058 hectare with a mean and standard deviation of 0.429 and 0.231, respectively. Based on their farm size, the respondents were classified into three categories following the categorization followed by DAE (1999). These categories were marginal farm holder (upto 0.2 ha.), small farm holder (0.201 to 1.0 ha.) and medium farm holder (1.01 to 2.0 ha.). The distribution of the rural women according to their family farm size categories has been presented in Table 4.4.

Table 4.4 indicates that the rural women family farm size upto 1.0 hectare, i.e small farm holder constitute the highest proportion 89.5 percent compared to 8.6 percent medium farm holder and 1.9 percent marginal farm holder. But no large farm holder's family was found in the present study area. The findings of the study reveal that majority of the rural women family were small sized farm holder. The average farm size of the rural women family of 0.429 hectares was lower than that of national average of 0.81 hectares in Bangladesh (BBS, 2005).

Table 4.4 Distribution of the rural women according to their family land

Categories	No. of respondents	Percent	Mean	Standard deviation
Marginal (upto 0.2 ha)	2	1.9	0.429	0.231
Small (0.201-1.0 ha)	94	89.5		
Medium (above 1.01 ha)	9	8.6		
Total	105	100.0		

4.1.5 Annual Family Income

Annual family income of the respondents ranged from 25,000 to 117,000 taka with a mean and standard deviation of 45,543 and 21,945, respectively. On the basis of their annual family income, the rural women family was classified into three categories, such as very low, low and medium family income. The distribution of the rural women according to the annual family income categories has been presented in Table 4.5.

Table 4.5 Distribution of the rural women according to their family income

Categories	No. of respondents	Percent	Mean	Standard deviation
Very low income (below Tk. 40000)	69	65.7	45543	21945
Low Income (Tk. 40000-60000)	27	25.7		
Medium Income (above Tk. 60000)	9	8.6		
Total	105	100.0		

Data in table 4.5 revealed that the rural women family having very low income constitute the highest proportion (65.7 percent) followed by the rural women family having low annual family income (25.7 percent) and medium annual family income (8.6 percent). Income of an individual allows him to invest more in livestock rearing as well as taking risks involved in adoption of new technologies.

4.1.6 Contact with service providers

Contact with service providers of the respondents ranged from 7 to 17 with a mean and standard deviation of 12.45 and 2.763, respectively. According to contact with

service providers the respondents were classified into three categories viz. 'Low level contact, 'medium level contact and 'high level contact' on the basis of their observed scores. The distribution of the rural women according to contact with service providers categories has been presented in Table 4.6.

Table 4.6 Distribution of the rural women according to their contact with service provider

Categories	No. of respondents	Percent	Mean	Standard deviation
Low level contact (below 10)	26	24.8	12.45	2.763
Medium level contact (10-15)	62	59.0		
High level contact (above 15)	17	16.2		
Total	105	100.0		

Data in Table 4.6 indicates that the medium level contact category constitute the highest proportion (59.0 percent) followed by low level contact (24.8 percent) and high level contact (16.2 percent). Table 4.6 showed that the maximum percentage of respondents is the category of the group of low to medium level contact. More contact with service provider could create coordination capability and capacity to adopt improved technology. The rural women with more contact with service provider's scores are expected to use more sources of information on livestock rearing.

4.1.7 Visit to different places

Visit in different place of the respondent's rural women score ranged from 5 to 16 with a mean and standard deviation of 11.13 and 2.873, respectively. Based on their visit in different place score, the respondents were classified into three categories. These categories were low, medium and high. The distribution of the visit score in different place has been presented in Table 4.7.

Table 4.7 Distribution of the rural women according to their visit in different place

Categories	No. of respondents	Percent	Mean	Standard deviation
Low level visit (below 10)	56	53.3	11.13	2.873
Medium level visit (10-15)	42	40.0		
High level visit (above15)	7	6.7		
Total	105	100.0		

Table 4.7 indicates that the rural women have low level visit score category constitute the highest proportion (53.3 percent) followed by medium level visit (40.0 percent) and high level visit category (6.7 percent). Table 4.7 indicated that the maximum percentage is the category of the group of low to medium level visit group. It is because the rural women are religious and fallow the pardha system. So, such picture is quite normal in rural Bangladesh.

4.1.8 Contact with mass media

The contact with mass media score of the respondent's rural women ranged from 4 to 13 with a mean and standard deviation of 9.82 and 2.138, respectively. Based on their contact with mass media score, the respondents were classified into two categories. These categories were low and medium. The distribution of the contact with mass media of the respondent's rural women has been presented in Table 4.8.

Table 4.8 indicates that the rural women have medium contact with mass media category constitute the highest proportion (53.3 percent) followed by low mass media contact category (46.7 percent). Table 4.8 showed that the maximum percentage of respondents is the category of the group of low to medium mass media contact group. In the rural area there is a little or no scope to contact any type of mass media. If some cases they could not use them for some limitations like as pardha, religious ledear, social condition etc.

Table 4.8 Distribution of the rural women according to their contact with mass media

Categories	No. of respondents	Percent	Mean	Standard deviation
Low contact (below 10)	49	46.7	9.82	2.138
Medium Contact (10-15)	56	53.3		
Total	105	100.0		

4.1.9 Extent of helping in family activities

Generally the rural women help the family member in different activities. Extent of their help in family activities increases the performance of the family member. Extent of helping in family activities scores of the rural women varied from 8 to 17. An average extent of helping scores of the rural women were 13.13 and standard deviation was 2.345 (Table 4.9).

Table 4.9 Distribution of the rural women according to their extent of helping in family activities

Categories	No. of respondents	Percent	Mean	Standard deviation
Low extent of help (below 10)	17	16.2	13.13	2.345
Medium extent of help (10-15)	81	77.1		
High extent of help (above 15)	7	6.7		
Total	105	100.0		

Table 4.9 indicates that the rural women have medium extent of help constitute the highest proportion (77.1 percent) followed by low extent of help category (16.2 percent) and the lowest (6.7 percent) was found in high extent of help group. The maximum percentage of respondents is the category of the group of low to medium extent of help. This may be due to their were many limitation to address all of the helping activities.

4.1.10 Knowledge on poultry rearing

Knowledge on poultry rearing score of respondent's rural women could range from 20 to 60. The mean and standard deviation of knowledge was 41.14 and 8.548,

respectively. On the basis of observed knowledge scores, the respondents were classified into three categories namely, 'poor knowledge', 'fair knowledge' and 'satisfactory knowledge'. The distribution of the respondents according to their knowledge on poultry rearing is given in Table 4.10.

Table 4.10 Distribution of the rural women according to their knowledge on poultry rearing

Categories	No. of respondents	Percent	Mean	Standard deviation
Poor knowledge (below 20%)	24	22.9	41.14	8.548
Fair knowledge (20-50%)	80	76.2		
Satisfactory knowledge (above 50%)	1	1.0		
Total	105	100.0		

Data of Table 4.10 reveals that majority (76.2 percent) of the respondents fell in fair knowledge category followed by 22.9 percent in poor knowledge category and 1.0 percent in satisfactory knowledge category. Knowledge is to be considered as vision of an explanation in any aspect of the situation. It is the act or state of understanding; clear perception of fact or truth, that helps an individual to foresee the consequence she may have to face in future. It makes individuals to become rational and conscious about related field. To perform poultry rearing, rural women should have adequate knowledge on different aspects of it. The findings of the present study reveal that 99.0 percent of the rural women in the study area had poor to fair knowledge on poultry rearing. Hence, the concerned authority may give appropriate emphasis to increase the knowledge level of the rural women in different area of poultry rearing.

4.1.11 Knowledge on goat rearing

Knowledge on goat rearing score of respondent's rural women could range from 20 to 60. The mean and standard deviation of knowledge was 40.67 and 11.54, respectively. On the basis of observed knowledge scores, the respondents were classified into three categories namely, 'poor knowledge', 'fair knowledge' and

‘satisfactory knowledge’. The distribution of the respondents according to their knowledge on goat rearing is given in Table 4.11.

Table 4.11 Distribution of the rural women according to their knowledge on goat rearing

Categories	No. of respondents	Percent	Mean	Standard deviation
Poor knowledge (below 20%)	6	5.7	40.67	11.54
Fair knowledge (20-50%)	62	59.0		
Satisfactory knowledge (above 50%)	37	35.2		
Total	105	100.0		

Data of Table 4.11 reveals that majority (59.0 percent) of the respondents fell in fair knowledge category followed by 35.2 percent in satisfactory knowledge category and 5.7 percent in poor knowledge category. The findings of the present study reveal that 94.3 percent of the rural women in the study area had fair to satisfactory knowledge on goat rearing. Data reveals that most of the rural women in that area were knowledgeable on goat rearing.

4.1.12 Knowledge on cattle rearing

Knowledge on cattle rearing score of respondent’s rural women could range from 20 to 60. The mean and standard deviation of knowledge was 39.62 and 11.60, respectively. On the basis of observed knowledge scores, the respondents were classified into three categories namely, ‘poor knowledge’, ‘fair knowledge’ and ‘satisfactory knowledge’. The distribution of the respondents according to their knowledge on cattle rearing is given in Table 4.12.



Table 4.12 Distribution of the rural women according to their knowledge on cattle rearing

Categories	No. of respondents	Percent	Mean	Standard deviation
Poor knowledge (below 20%)	13	12.4	39.62	11.60
Fair knowledge (20-50%)	80	76.2		
Satisfactory knowledge (above 50%)	12	11.4		
Total	105	100.0		

Data of Table 4.12 reveals that majority (76.2 percent) of the respondents fell in fair knowledge category followed by 12.4 percent in poor knowledge category and 11.4 percent in satisfactory knowledge category. Knowledge is to be considered as vision of an explanation in any aspect of the situation. It is the act or state of understanding; clear perception of fact or truth, that helps an individual to foresee the consequence she may have to face in future. It makes individuals to become rational and conscious about related field. To perform poultry rearing, rural women should have adequate knowledge on different aspects of it. The findings of the present study reveal that 88.6 percent of the rural women in the study area had poor to fair knowledge on cattle rearing. Hence, the concerned authority may give appropriate emphasis to increase the knowledge level of the rural women in different area of cattle rearing.

4.1.13 Problem faced for livestock rearing

Problem faced for livestock rearing score of the respondent's rural women ranged from 7 to 18 with a mean and standard deviation of 11.13 and 1.991, respectively. Based on their problem faced for livestock rearing, the respondents were classified into three categories. These categories were minimum, moderate and serious. The distribution of the problem faced by the respondent's rural women in livestock rearing has been presented in Table 4.13.

Table 4.13 Distribution of the rural women according to their problem faced for livestock rearing

Categories	No. of respondents	Percent	Mean	Standard deviation
Minimum problem (below 10)	60	57.1	11.13	1.991
Moderate problem (10-15)	43	41.0		
Serious problem (above 15)	2	1.9		
Total	105	100.0		

Table 4.13 indicates that the rural women have minimum problem category represent the highest proportion (57.1 percent) followed by moderate category (41.0 percent). Table 4.13 showed that the maximum percentage of respondents is the category of the group of minimum to moderate problem faced group. So there was a great scope to utilize a large number of rural women in livestock rearing.

4.2 Dependent Variables

Based on attitude toward livestock rearing of the rural women respondents were categories in the group of positive, more positive and most positive attitude towards livestock rearing.

Attitude towards livestock rearing

Attitude towards livestock rearing was measured by asking some attitude measurement questions to the rural women. The findings are presented in Table 4.14. The extents of attitude towards livestock rearing by the rural women were expressed in score. The score of attitude ranged from 24 to 58. The average extent of attitude towards livestock rearing was 42.99 with standard deviation 12.04. Among the respondents 25.7 percent belongs to the group of positive attitude group, 38.1 percent were more positive group and 36.2 percent in the group of most positive group.

Most of rural women were illiterate and can sign only. They have low mass media contact, low to medium knowledge on livestock rearing. For that the attitude of the rural women is less in regarding most positive attitude.

Table 4.14 Distribution of the rural women according to their attitude for rearing livestock

Categories	No. of respondents	Percent	Mean	Standard deviation
Positive attitude (upto 30)	27	25.7	42.99	12.04
More positive attitude (30-50)	40	38.1		
Most positive attitude (above 50)	38	36.2		
Total	105	100.0		

4.3 Relationship of the selected characteristics with preference of information sources used by the rural women attitude towards livestock rearing

Pearson product moment correlation co-efficient was computed in order to find out the extent of relationship between the dependent variable and independent variables. To reject or accept the null hypothesis at 0.05 level of probability was used at 103 degrees of freedom. A statistically significant and non-significant relationship was observed when the computed value or "r" was greater or smaller than the tabulated value, respectively.

4.3.1 Relationship between age and attitude towards livestock rearing of the rural women

Relationship between age and attitude towards livestock rearing of the rural women was determined by Pearson product moment correlation coefficient and level of significance was testing on the basis of the null hypothesis of the study.

The coefficient of correlation between age and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.084. The following observations were made on the basis of the value of correlation coefficient between the two concerned variables of the study under consideration.

- a. *The observed value between the concerned variables "r" (0.084) was found to be smaller than the tabulated value ($r = 0.196$) with 103 degrees of freedom at 0.05 level of probability.*



- b. The null hypothesis could not be rejected.
- c. The relationship between the concerned variables was statistically non significant at 0.05 level of probability.
- d. The relationship showed a positive trend between the concerned variables.

Based on the above findings it was concluded that age had non significant positive relationships with the attitude towards livestock rearing of the rural women. This represent that age of the rural women was not an important factor in attitude towards livestock rearing and with the increases of age of the respondent's attitude towards livestock rearing increases.

Table 4.15 Pearson's product moment co-efficient of correlation showing relationship between dependent and independent variables

Dependent variable	Independent variables	Tabulated value		Value of co-efficient of correlation
		0.05 level	0.01 level	
Attitude towards livestock rearing	Age of the respondents	0.196	0.256	0.084 ^{NS}
	Education			0.266 ^{**}
	Family member			-0.317 ^{**}
	Farm size			0.095 ^{NS}
	Income of the respondents family			0.256 ^{**}
	Contact with service provider			0.099 ^{NS}
	Visit in different place			-0.112 ^{NS}
	Contact with mass media			0.175 ^{NS}
	Extent of helping in family activities			0.693 ^{**}
	Knowledge on poultry rearing			0.680 ^{**}
	Knowledge on goat rearing			0.735 ^{**}
	Knowledge on cattle rearing			0.820 ^{**}
	Problem faced for livestock rearing			0.157 ^{NS}

** : Correlation is significant at the 0.01 level

* : Correlation is significant at the 0.05 level

4.3.2 Relationship between education and attitude towards livestock rearing of the rural women

It appears from Table 4.16 that the coefficient of correlation between the concerned variables was found 0.266. Hence the following observations were made.

- a. The calculated value between the concerned variables "r" (0.266) was found to be greater than the tabulated value ($r = 0.256$) with 103 degrees of freedom at 0.01 level of probability.*
- b. The null hypothesis was rejected.*
- c. The relationship between the concerned variables was statistically significant at 0.01 level of probability.*
- d. The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that education had significant positive relationships with the attitude towards livestock rearing of the rural women. This represent that education of the rural women was an important factor in attitude towards livestock rearing and with the increases of education of the respondent's attitude towards livestock rearing also increases. Education makes a man rational to judge things and accept innovations. This also may change one's attitude and behaviors. Thus a positive relationship between the variables was observed.

4.3.3 Relationship between family member and attitude towards livestock rearing of the rural women

The coefficient of correlation between family member and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found -0.317. The following observations were made.



- a. *The calculated value between the concerned variables "r" (-0.317) was found to be greater than the tabulated value ($r = 0.256$) with 103 degrees of freedom at 0.01 level of probability.*
- b. *The null hypothesis was rejected.*
- c. *The relationship between the concerned variables was statistically significant at 0.01 level of probability.*
- d. *The relationship showed a negative trend between the concerned variables.*

Based on the above findings it was concluded that family member had significant negative relationships with the attitude towards livestock rearing of the rural women. This represent that family member of the rural women was an important factor in attitude towards livestock rearing and with the increases of family member of the respondent's attitude towards livestock rearing decreases.

4.3.4 Relationship between farm size and attitude towards livestock rearing of the rural women

The coefficient of correlation between farm size and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.095. The following observations were made.

- a. *The calculated value between the concerned variables "r" (0.095) was found to be smaller than the tabulated value ($r = 0.196$) with 103 degrees of freedom at 0.05 level of probability.*
- b. *The investigation thus failed to reject the null hypothesis.*
- c. *The relationship between the concerned variables was statistically insignificant at 0.05 level of probability.*
- d. *The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that farm size had an in-significant positive relationship with the attitude towards livestock rearing of the rural women. This means that land of the respondents of the rural women was not an important factor in attitude developments towards livestock rearing.

4.3.5 Relationship between income of the respondent family and attitude towards livestock rearing of the rural women

The coefficient of correlation between income of the respondents and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.256. The following observations were made.

- a. *The calculated value between the concerned variables "r" (0.256) was found to be equal to tabulated value ($r = 0.256$) with 103 degrees of freedom at 0.05 level of probability.*
- b. *The null hypothesis was rejected.*
- c. *The relationship between the concerned variables was statistically significant at 0.01 level of probability.*
- d. *The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that income of the respondents had significant positive relationships with the attitude towards livestock rearing of the rural women. This means that income of the respondents of the rural women was an important factor in attitude towards livestock rearing and with the increases of income of the respondents of the respondent's attitude towards livestock rearing also increases.



4.3.6 Relationship between contact with service provider and attitude towards livestock rearing of the rural women

The coefficient of correlation between contact with service providers and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.099. The following observations were made.

- a. The calculated value between the concerned variables "r" (0.099) was found to be smaller than the tabulated value ($r = 0.196$) with 103 degrees of freedom at 0.05 level of probability.*
- b. The investigation failed to reject null hypothesis.*
- c. The relationship between the concerned variables was statistically non significant at 0.05 level of probability.*
- d. The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that contact with service providers had an in-significant positive relationship with the attitude towards livestock rearing of the rural women. This represent that contact with service providers of the rural women was not an important factor in attitude towards livestock rearing.

4.3.7 Relationship between visit in different place and attitude towards livestock rearing of the rural women

The coefficient of correlation between visit indifferent place and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found -0.112. The following observations were made.

- a. The calculated value between the concerned variables "r" (-0.112) was found to be smaller than the tabulated value ($r = 0.196$) with 103 degrees of freedom at 0.05 level of probability.*

- b. *The investigation failed to reject the null hypothesis.*
- c. *The relationship between the concerned variables was statistically insignificant at 0.05 level of probability.*
- d. *The relationship showed a negative trend between the concerned variables.*

Based on the above findings it was concluded that visit to different place had insignificant negative relationships with the attitude towards livestock rearing of the rural women. This means that visit indifferent place of the rural women was not an important factor in attitude towards livestock rearing and with the increases of visit in different place attitude towards livestock rearing decreases.

4.3.8 Relationship between contact with mass media and attitude towards livestock rearing of the rural women

It appears from Table 4.15 the coefficient of correlation between the concerned variables was found 0.175. The following observations were made.

- a. *The observed value between the concerned variables "r" (0.175) was found to be smaller than the tabulated value ($r = 0.196$) with 103 degrees of freedom at 0.05 level of probability.*
- b. *The investigation thus failed to reject the null hypothesis.*
- c. *The relationship between the concerned variables was statistically insignificant at 0.05 level of probability.*
- d. *The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that contact with mass media had no relationship with the attitude development towards livestock rearing by the rural women. This represents that contact with mass media of the rural women was not an important factor in attitude towards livestock rearing and with the increases of

contact with mass media of the respondent's attitude towards livestock rearing also increases.

4.3.9 Relationship between helping in family activities and attitude towards livestock rearing of the rural women

The coefficient of correlation between helping in family activities and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.693. The following observations were made.

- a. The calculated value between the concerned variables "r" (0.693) was found to be greater than the tabulated value ($r = 0.256$) with 103 degrees of freedom at 0.01 level of probability.*
- b. The null hypothesis was rejected.*
- c. The relationship between the concerned variables was statistically significant at 0.01 level of probability.*
- d. The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that helping in family activities had significant positive relationships with the attitude towards livestock rearing of the rural women. This represent that helping in family activities of the rural women was an important factor in attitude towards livestock rearing and with the increases of helping in family activities of the respondent's attitude towards livestock rearing also increases.

4.3.10 Relationship between knowledge on poultry rearing and attitude towards livestock rearing of the rural women

The coefficient of correlation between knowledge on poultry rearing and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.680. The following observations were made.

- a. *The calculated value between the concerned variables "r" (0.680) was found to be greater than the tabulated value ($r = 0.256$) with 103 degrees of freedom at 0.01 level of probability.*
- b. *The null hypothesis was rejected.*
- c. *The relationship between the concerned variables was statistically significant at 0.01 level of probability.*
- d. *The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that knowledge on poultry rearing had significant positive relationships with the attitude towards livestock rearing of the rural women. This represent that knowledge on poultry rearing of the rural women was an important factor in attitude towards livestock rearing and with the increases of knowledge on poultry rearing of the respondent's attitude towards livestock rearing also increases.

4.3.11 Relationship between knowledge on goat rearing and attitude towards livestock rearing of the rural women

The coefficient of correlation between knowledge on goat rearing and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.735. The following observations were made.

- a. *The calculated value between the concerned variables "r" (0.735) was found to be greater than the tabulated value ($r = 0.256$) with 103 degrees of freedom at 0.01 level of probability.*
- b. *The null hypothesis was rejected.*
- c. *The relationship between the concerned variables was statistically significant at 0.01 level of probability.*
- d. *The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that knowledge on goat rearing had significant positive relationships with the attitude towards livestock rearing of the rural women. This represent that knowledge on goat rearing of the rural women was an important factor in attitude towards livestock rearing and with the increases of knowledge on goat rearing of the respondent's attitude towards livestock rearing also increases.

4.3.12 Relationship between knowledge on cattle rearing and attitude towards livestock rearing of the rural women

The coefficient of correlation between knowledge on cattle rearing and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.820. The following observations were made.

- a. The calculated value between the concerned variables "r" (0.820) was found to be greater than the tabulated value ($r = 0.256$) with 103 degrees of freedom at 0.01 level of probability.*
- b. The null hypothesis was rejected.*
- c. The relationship between the concerned variables was statistically significant at 0.01 level of probability.*
- d. The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that knowledge on cattle rearing had significant positive relationships with the attitude towards livestock rearing of the rural women. This represents that knowledge on cattle rearing of the rural women was an important factor in attitude towards livestock rearing and with the increases of knowledge on cattle rearing of the respondent's attitude towards livestock rearing also increases.

4.3.13 Relationship between problems faced for livestock rearing and attitude towards livestock rearing of the rural women

The coefficient of correlation between problem faced for livestock rearing and the attitude towards livestock rearing of the rural women presented in Table 4.15. The coefficient of correlation between the concerned variables was found 0.157. The following observations were made.

- a. The calculated value between the concerned variables "r" (0.157) was found to be smaller than the tabulated value ($r = 0.196$) with 103 degrees of freedom at 0.05 level of probability.*
- b. The investigation failed to reject the null hypothesis.*
- c. The relationship between the concerned variables was statistically non significant at 0.05 level of probability.*
- d. The relationship showed a positive trend between the concerned variables.*

Based on the above findings it was concluded that problem faced for livestock rearing had non significant positive relationships with the attitude towards livestock rearing of the rural women. This represents that problem faced for livestock rearing of the rural women was not an important factor in attitude development towards livestock rearing.



Chapter 5

Summary of Findings, Conclusion and Recommendations

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

The study would conduct at Durgapur Union of Kapashia Upazilla under Gazipur district. Among the total women of Durgapur Union 105 were selected from 3 villages. Lists of 35 respondents from each village were selected for conducting the study. There were extra lists of 5 women from each village. A well structured interview schedule was developed based on objectives of the study for collecting information. The researcher herself was collect data from the sample respondents through personal contact. The independent variables were: age of the respondents, education, family member, land of the respondents family, income of the respondents family, contact with service provider, visit in different place, contact with mass media, extent of helping in family activities, knowledge on poultry rearing, knowledge on goat rearing, knowledge on cattle rearing, problem faced for livestock rearing. The dependent variable of this study was attitudes towards livestock rearing. Data collected from the respondents were compiled, coded, tabulated and analyzed in accordance with the objectives of the study. Various statistical measures such as frequency counts, percentage distribution, average, and standard deviation were used in describing data. Co-efficient of correlation test was used to explore relationship between the concerned variables. The major findings of the study are summarized below:

5.1 Summary of findings

5.1.1 Characteristics of the respondents

Age

The age of the rural women ranged from 24 to 61 with a mean and standard deviation of 41.28 and 11.02, respectively. The young aged rural women constitute the highest proportion (38.1 percent) followed by middle aged category (31.4 percent) and old aged category (30.5 percent).

Education level

The educational scores of the respondent's farmer ranged from 0 to 16 with a mean and standard deviation of 3.36 and 4.764, respectively. Rural women under 'can sign only' category constitute the highest proportion (43.8 percent) compared to 23.8 percent under 'secondary level category, 21.9 percent under 'illiterate category and 7.6 percent under 'higher secondary level category' and 2.9 percent in primary level category.

Family Size

Family size of the respondents ranged from 3 to 9 with a mean and standard deviation of 6.46 and 1.526, respectively. The medium family category constitute the highest proportion (70.5 percent) followed by large family category (21.0 percent) and small family category (8.6 percent).

Farm size

The farm size of the respondent's rural women family ranged from 0.109 hectare to 1.058 hectare with a mean and standard deviation of 0.429 and 0.231, respectively. The rural women family farm size upto 1.0 hectare, i.e small farm holder constitute the highest proportion 89.5 percent compared to 8.6 percent medium farm holder and 1.9 percent marginal farm holder.

Annual Family Income

Annual family income of the respondents ranged from 25,000 to 117,000 taka with a mean and standard deviation of 45,543 and 21,945, respectively. The rural women family having very low income constitute the highest proportion (65.7 percent) followed by the rural women family having low annual family income (25.7 percent) and medium annual family income (8.6 percent).

Contact with service providers

Contact with service providers of the respondents ranged from 7 to 17 with a mean and standard deviation of 12.45 and 2.763, respectively. The medium level contact category constitute the highest proportion (59.0 percent) followed by low level contact (24.8 percent) and high level contact (16.2 percent).



Visit in different place

Visit in different place of the respondent's rural women score ranged from 5 to 16 with a mean and standard deviation of 11.13 and 2.873, respectively. The rural women have low level visit score category constitute the highest proportion (53.3 percent) followed by medium level visit (40.0 percent) and high level visit category (6.7 percent).

Contact with mass media

The contact with mass media score of the respondent's rural women ranged from 4 to 13 with a mean and standard deviation of 9.82 and 2.138, respectively. The rural women have medium contact with mass media category constitute the highest proportion (53.3 percent) followed by low mass media contact category (46.7 percent).

Extent of helping in family activities

An average extent of helping scores of the rural women was 13.13 and standard deviation was 2.345. the rural women have medium extent of help constitute the highest proportion (77.1 percent) followed by low extent of help category (16.2 percent) and the lowest (6.7 percent) was found in high extent of help group.

Knowledge on poultry rearing

Knowledge on poultry rearing score of respondent's rural women could range from 20 to 60. The mean and standard deviation of knowledge was 41.14 and 8.548, respectively. The majority (76.2 percent) of the respondents fell in fair knowledge category followed by 22.9 percent in poor knowledge category and 1.0 percent in satisfactory knowledge category.

Knowledge on goat rearing

Knowledge on goat rearing score of respondent's rural women could range from 20 to 60. The mean and standard deviation of knowledge was 40.67 and 11.54, respectively. The majority (59.0 percent) of the respondents fell in fair knowledge category followed by 35.2 percent in satisfactory knowledge category and 5.7 percent in poor knowledge category.

Knowledge on cattle rearing

Knowledge on cattle rearing score of respondent's rural women could range from 20 to 60. The mean and standard deviation of knowledge was 39.62 and 11.60, respectively. The majority (76.2 percent) of the respondents fell in fair knowledge category followed by 12.4 percent in poor knowledge category and 11.4 percent in satisfactory knowledge category.

Problem faced for livestock rearing

Problem faced for livestock rearing score of the respondent's rural women ranged from 7 to 18 with a mean and standard deviation of 11.13 and 1.991, respectively. the rural women have minimum problem category represent the highest proportion (57.1 percent) followed by moderate category (41.0 percent).

5.1.2 Attitude towards livestock rearing

The average extent of attitude towards livestock rearing was 42.99 with standard deviation 12.04. Among the respondents 25.7 percent belongs to the group of positive attitude group, 38.1 percent were more positive group and 36.2 percent in the group of most positive group.

5.1.3 Findings of hypothesis testing

- Age had insignificant positive relationships with the attitude towards livestock rearing of the rural women.
- Education had significant positive relationships with the attitude towards livestock rearing of the rural women.
- Family member had significant negative relationships with the attitude towards livestock rearing of the rural women.
- Farm size had insignificant positive relationships with the attitude towards livestock rearing of the rural women.
- Income of the respondents had significant positive relationships with the attitude towards livestock rearing of the rural women.

- Contact with service providers had insignificant positive relationships with the attitude towards livestock rearing of the rural women.
- Visit indifferent place had insignificant negative relationships with the attitude towards livestock rearing of the rural women.
- Contact with mass media had insignificant negative relationships with the attitude towards livestock rearing of the rural women.
- Helping in family activities had significant positive relationships with the attitude towards livestock rearing of the rural women.
- Knowledge on poultry rearing had significant positive relationships with the attitude towards livestock rearing of the rural women.
- Knowledge on goat rearing had significant positive relationships with the attitude towards livestock rearing of the rural women.
- Knowledge on cattle rearing had significant positive relationships with the attitude towards livestock rearing of the rural women.
- Problem faced for livestock rearing had insignificant positive relationships with the attitude towards livestock rearing of the rural women.

5.2 Conclusions

On the basis of the findings of this study and their interpretation in the light of other relevant factors the following conclusions are drawn:

1. Age distribution of the respondents was or less uniform all in 30 by percent. Also age was insignificantly related to attitude towards livestock rearing. Thus it can safely be concluded that extension work with any innovation would not be affected by age of the respondents.
2. Education had significant positive relationships with the attitude towards livestock rearing of the rural women. This fact leads to the conclusion that

education level of the respondents would definitely be helpful to increase their positive attitude towards livestock rearing activities.

3. The research findings showed that most (92 percent) of the respondents had low to medium annual family income. Again, co-efficient of correlation revealed that family income of the respondents had significant positive relationship with their extent of attitude towards livestock rearing. This fact leads to the conclusion that the annual income level of the respondents would definitely be helpful to increase their positive attitude towards livestock rearing activities.
4. Extent of helping in family activities was an important factor to increase positive attitude towards livestock rearing of the respondents. About ninety percent (93.3%) of the respondents had either low or medium extent of helping. Therefore, it may be concluded to increase the extent of helping could increase positive attitude towards livestock rearing.
5. Knowledge on livestock rearing was an important factor to increase favorable attitude towards livestock rearing activities. It had positive significant relationship with extent of attitude towards livestock rearing activities of the respondents. Again, four-fifth of the respondents had low to medium knowledge on livestock rearing. The above facts lead to the conclusion that increase the livestock knowledge of the growers would ultimately increase the favorable attitude towards of livestock rearing.
6. Findings revealed that the majority (86%) of the respondents faced medium to high problem in livestock rearing. Again problems faced in livestock rearing had negative significant relationship with attitude towards livestock rearing. Therefore, it may be concluded that any arrangement made to decrease problem faced in livestock rearing could increase to make favorable attitude towards livestock rearing.

5.3 Recommendations

On the basis of findings and conclusions of the study recommendations are made as follows:

1. Education had significant positive relationships with the attitude towards livestock rearing of the rural women. So, it is necessary to increase their education level.
2. The research findings showed that most of the respondents had low to medium annual family income. Again, co-efficient of correlation revealed that family income of the respondents had significant positive relationship with their extent of attitude towards livestock rearing. So, it is necessary to increase income level.
3. Extent of helping in family activities was an important factor to increase positive attitude towards livestock rearing of the respondents. So, it is necessary to increase the suitable condition for increasing the level of helping family members.
4. Knowledge on livestock rearing was an important factor to increase favorable attitude towards livestock rearing activities. It had positive significant relationship with extent of attitude towards livestock rearing activities of the respondents. So, it is necessary to increase their knowledge level
5. Findings revealed that the majority of the respondents faced medium to high problem in livestock rearing. So, it is necessary to minimize their problem to increase positive attitude towards livestock rearing.

Recommendations for policy implications

Recommendations for further research

1. This study was conducted only in Kapasia upazilla under Gazipur district. It is essential to make scope for further study in other places to justify the findings of the present study.
2. The investigation explored the relationship of the 13 selected characteristics of the respondents with their extent of attitude towards livestock rearing. Further research may be conducted to explore relationship of other characteristics of the respondents with their extent of attitude towards livestock rearing.
3. Further research may be conducted on the beneficiaries of other NGOs or mass people.
4. Findings indicate that there was no relationship age, farm size, contact with service providers, visit in different place, contact with mass media and problem faced for livestock rearing, with their extent of attitude towards livestock rearing. Further research is necessary to verify such relationships.





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Appendices

Appendix I. English Version of the Interview Schedule



Department of Agricultural Extension and Information System

Sher-e-Bangla Agricultural University

(Research related Interview Schedule)

Attitude of Rural Women towards Livestock Rearing

(Please answer the following questions and put-check mark whenever applicable)

Name: -----

Sample no: -----

Father's Name\ Husband's Name: -----

Village: -----

Union: -----

Dist: -----

Please answer the following questions:

1. Age: How old are you? ----- Years.

2. Level of education Please mention your educational status

a. Can't read and write ()

b. Can sign only ()

c. Attended class up to ()

3. Family size:

Please mention the number of your family members..... Number

4. Farm size:

Please mention the area of your land according to tenure status

Sl. No	Type of land use	Area of land	
		Local unit	Hectare
1.	Homestead		
2.	Own land under own cultivation		
3.	Land given to others on barga		
4.	Land taken from others on barga		
5.	Land taken from others on lease		
6.	Pond		
7.	Orchard		
	Total		

5. Annual family income:

Please furnish your and your family members' annual income from different sources

Sl. No	Source of income	Amount of taka
1.	Agriculture(crops)	
2.	Cattle	
3.	Goat	
4.	Fish culture	
5.	Service	
6.	Business	
7.	Others(if any)	
Total		

6. Contact with service providers

i. Mention the extent of contact with different service provider

#	Service providing organization	Extent of contact with service providing organizations			
		Regularly	Occasionally	Rarely	Not at all
1	Agriculture Office				
2	Livestock Office				
3	Fisheries Office				
4	Co-operative Office				
5	Social Welfare Office				
6	NGOs, Bank, Insurance				
7	Others (if any)				

ii. Mention the extent of visit in different place

#	Service providing organization	Extent of visit different places			
		Regularly	Occasionally	Rarely	Not at all
1	Local market				
2	Other villages				
3	Other unions				
4	Own Upazilla				
5	Own district				
6	Others (if any)				

iii. Mention the extent of contact with mass media

#	Service providing organization	Extent of visit different places			
		Regularly	Occasionally	Rarely	Not at all
1	Radio				
2	Television				
3	Reading newspaper				
4	Observe poster				
5	Others (if any)				

7. Extent of helping in different family activities

#	Service providing organization	Extent of visit different places			
		Regularly	Occasionally	Rarely	Not at all
1	Agricultural field activities				
2	Storage of agricultural products				
3	Livestock rearing				
4	Processing of farm product				
5	Marketing of farm product				
6	Others (if any)				

8. Knowledge on poultry rearing

#	Service providing organization	Score	
		Total	Obtained
1.	Reason of poultry rearing	2	
2.	Methods of poultry rearing	2	
3.	Types of feeding of poultry rearing	2	
4.	Way of keeping the house of poultry free from diseases	2	
5.	What step should be taken after death of poultry	2	

9. Knowledge on goat rearing

#	Service providing organization	Score	
		Total	Obtained
1.	Reason of goat rearing	2	
2.	Methods of goat rearing	2	
3.	Types of feeding of goat rearing	2	
4.	Way of keeping the house of goat free from diseases	2	
5.	What step should be taken after death of goat	2	

10. Knowledge on cattle rearing

#	Service providing organization	Score	
		Total	Obtained
1.	Reason of cattle rearing	2	
2.	Methods of cattle rearing	2	
3.	Types of feeding of cattle rearing	2	
4.	Way of keeping the house of cattle free from diseases	2	
5.	What step should be taken after death of cattle	2	

11. Problem faced for livestock rearing

#	Service providing organization	Extent of problem			
		No	Little	Medium	Severe
1	Availability of credit				
2	Marketing				
3	Availability of doctors & medicine				
4	Diseases				
5	Proper training				
6	Others (if any)				

12. Attitude towards livestock rearing (Please express your opinion on the following issues)

#	Service providing organization	Extent of opinion				
		Fully agree	Agree	No opinion	Disagree	Fully disagree
1.	It is possible to maintain a family through livestock rearing					
2.	Livestock may rare for extra income					
3.	Livestock rearing ensure nutrition					
4.	Livestock rearing supply meat					
5.	It is need to be stop to livestock rearing if attack any diseases					
6.	Feeding of livestock is a hazardous job					
7.	Bad odder of excreta of livestock is the way of discouraging livestock rearing					
8.	It is a difficult task to clean the house of livestock					
9.	Others people of the society take it negative way					
10.	It is necessary to encourage others for livestock rearing					
11.	It is to be possible to overcome unemployment problem through livestock rearing					
12.	Manage a large type of livestock is a hard task					
13.	It is easy to arrange training regarding livestock rearing					
14.	It is easy to arrange credit regarding livestock rearing					
15.	It is necessary to improve marketing system					

কৃষি সম্প্রসারণ ও ইনফরমেশন সিস্টেম বিভাগ
শেরে বাংলা কৃষি বিশ্ববিদ্যালয়
শেরে বাংলা নগর, ঢাকা।

“Attitude of Rural Women towards Livestock Rearing”

শীর্ষক গবেষণা সম্পর্কিত সাক্ষাৎকার অনুসূচী:

ক্রমিক নং :

উত্তরদাতার নাম :.....

ঠিকানা :.....

অনুগ্রহপূর্বক তথ্যগুলো সরবরাহ করুন। আপনার দেয়া তথ্য গোপন রাখা হবে এবং শুধুমাত্র গবেষণার জন্য ব্যবহার করা হবে।

১। বয়স : আপনার বয়স কত?..... বছর।

২। শিক্ষা : আপনি কতদূর পর্যন্ত পড়েছেন? (নির্দিষ্ট স্থানে টিক (✓) চিহ্ন দিন)

ক. লিখতে ও পড়তে পারি না ()

খ. লিখতে ও পড়তে পারি না, কিন্তু স্বাক্ষর করতে পারি ()

গ. শ্রেণী পাস করেছি।

৩। পরিবারের সদস্য : আপনার পরিবারের সদস্য সংখ্যা কতজনজন।

৪। আপনার পরিবারের জমির বিবরণ উল্লেখ করুন।

#	জমির ধরণ	জমির পরিমাণ	
		স্থানীয় একক	হেক্টর
ক.	বসতবাড়ী		
খ.	চাষযোগ্য নিজের জমি		
গ.	চাষযোগ্য অন্যেকে বর্গা দেওয়া জমি		
ঘ.	চাষযোগ্য অন্যের কাছ থেকে বর্গা নেয়া জমি		
ঙ.	চাষযোগ্য অন্যের কাছ থেকে বন্ধক নেয়া জমি		
চ.	পুকুর		
ছ.	বাগান		
জ.	অন্যান্য		
মোট			

৫। বিভিন্ন উৎস হতে আপনার পরিবারের আর্থিক আয়ের বিবরণ দিন।

#	আয়ের উৎস	আয়ের পরিমাণ (টাকা)
ক.	কৃষি	
খ.	গরু	
গ.	ছাগল	
ঘ.	মাছ	
ঙ.	চাকুরি	
চ.	ব্যবসা	
ছ.	অন্যান্য (যদি থাকে, উল্লেখ করুন)	
মোট		

Appendix II. Correlation matrix

Characters	Age of the respondents	Education	Family member	Farm size	Income of the respondents family	Contact with service provider	Visit in different place	Contact with mass media	Extent of helping in family activities	Knowledge on poultry rearing	Knowledge on goat rearing	Knowledge on cattle rearing	Problem faced for livestock rearing	Attitude towards livestock rearing
Age of the respondents	1.00													
Education	-0.305**	1.00												
Family member	0.121	0.246*	1.00											
Farm size	0.642**	-0.111	0.189*	1.00										
Income of the respondents family	0.122	-0.842**	0.211*	0.368**	1.00									
Contact with service provider	0.452**	-0.784**	0.189*	0.024	0.111	1.00								
Visit in different place	-0.458**	0.132	0.325**	0.645**	-0.384**	-0.011	1.00							
Contact with mass media	0.008	0.122	0.841**	-0.212*	0.015	-0.132	0.361**	1.00						
Extent of helping in family activities	-0.452**	0.111	0.115**	-0.326**	0.252*	-0.623**	0.123	-0.498**	1.00					
Knowledge on poultry rearing	0.115	0.632**	0.621**	-0.554**	0.122	-0.562**	0.326**	0.014	0.122	1.00				
Knowledge on goat rearing	-0.632**	0.113	-0.605**	0.035	-0.421	0.335**	-0.187*	0.191*	0.632**	-0.398**	1.00			
Knowledge on cattle rearing	0.105	-0.211*	0.542**	-0.045	-0.632**	0.015	-0.452**	0.632**	0.102	0.421**	-0.632	1.00		
Problem faced for livestock rearing	-0.851**	0.019	-0.632**	0.452**	-0.145	0.365**	-0.485**	0.231*	0.632**	-0.784**	0.111	0.321**	1.00	
Attitude towards livestock rearing	0.084 ^{NS}	0.266**	-0.317**	0.095 ^{NS}	0.256**	0.099 ^{NS}	-0.112 ^{NS}	0.175 ^{NS}	0.693**	0.680**	0.735**	0.820**	0.157 ^{NS}	1.00

** : Correlation is significant at the 0.01 level

* : Correlation is significant at the 0.05 level

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